



Edinburgh World Heritage 2017 Year of History, Heritage and Archaeology

INNOVATION FUND

WHAT SUPPORT IS AVAILABLE

The 2017 Year of History, Heritage and Archaeology Innovation Fund provides up to £5,000 of support to a project. Projects will be funded up to 80%. Applicants are required to provide a minimum of 20% cash contribution.

MORE THAN MONEY...

In addition to financial support applicants will be able to consult with our very own Edinburgh World Heritage expert who can help inform and shape your ideas. Depending on the nature and scale of the projects, applicants may also be able to tap into specialist innovation support from Scottish Enterprise including our regular tourism innovation surgeries.

This support includes:

- Developing your ideas.
- Refining your ideas.
- Collaboration and working with others to enhance the offering.

HOW TO APPLY

You will find the application form on the Edinburgh Tourism Action Group website. Remember to tell us about the applicant(s), the project, who it's aimed at, what it will cost, how it will be managed and how results will be assessed.

INNOVATION FUND RESOURCES

ETAG Business Opportunity Guide

Edinburgh – A World Heritage City

www.etag.org.uk/resource/edinburgh-world-heritage-city-business-opportunity-guide/

EDINBURGH WORLD HERITAGE

EWHT have a number of online resources to help tourism businesses use Edinburgh's World Heritage Status to promote their business including:

- Heritage trails.
- Learning resources.
- Building and street histories.
- Edinburgh World Heritage City iPhone App.

Visit www.ewht.org.uk to find out more or contact Edinburgh World Heritage on info@ewht.org.uk

FURTHER INFORMATION

Email: theteam@etag.org.uk

Web: www.etag.org.uk/Yearof2017

Twitter: follow us on @ETAG_UK

Edinburgh World Heritage

Twitter: follow EWH on @EdinburghWH

Facebook: facebook.com/Edinburgh-World-Heritage



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EDINBURGH WORLD HERITAGE



EDINBURGH A UNESCO WORLD HERITAGE CITY – WHAT ARE THE OPPORTUNITIES?

Edinburgh's visitors come from across the globe to enjoy its architecture and history. In 1995 these assets were recognised as world-class, with the Medieval Old and Georgian New Towns jointly given UNESCO World Heritage status.

Over 70% of visitors to Edinburgh are drawn by the city's history and heritage, offering a tremendous opportunity to increase your share of the market through creating experiences which in turn drive visitors to your business.

2017 IS A UNIQUE PLATFORM

The Year of 2017 History, Heritage and Archaeology offers a unique twelve month platform for businesses, when a national spotlight will shine on Scotland's greatest assets and icons, as well as our hidden gems.

Next year will also mark the 250th anniversary of the New Town plan, which transformed the city from the 'Auld Reekie' of the past to the 'Athens of the North'.

We're looking for new, exciting and innovative ways to celebrate Edinburgh's rich history and heritage

WE'RE LOOKING FOR...

We're looking for new, exciting and innovative ways to celebrate Edinburgh's rich history and heritage.

Edinburgh World Heritage, Scottish Enterprise and ETAG have joined forces to create an Innovation Fund for 2017. We aim to help businesses create innovative and memorable visitor experiences, making the most of the 2017 theme and Edinburgh's unique history and heritage.

The fund will support the aims of the Edinburgh 2020 Tourism Strategy. It will focus on projects which strengthen Edinburgh's appeal as a visitor destination, which improve the quality of the visitor experience, and which drive business at key times. We are looking for projects which broaden the city's visitor offer and increase Edinburgh's competitive advantage.

WHO CAN APPLY?

Funding is available to both public and private sector tourism operators.

Funding is also available to any organisation (including charities) already involved in the history or heritage sector providing that the project they wish to fund is tourism related.

OBJECTIVES

The objectives of the fund are to:

- Encourage tourism businesses, operators, and organisations to collaborate and develop new products or experiences which showcase the city's history and heritage in a different way.
- Generate sustainable business development opportunities and activities.
- Capitalise on the Year of 2017 opportunity.

PRIORITIES FOR FUNDING APPLICANTS

The 2017 Year of History, Heritage and Archaeology Innovation Fund is there to support new product development and can help contribute towards research and development costs (it does not support consumer facing marketing activities). These can be anything from small events or tourism trails, to large scale initiatives, the only proviso is that they enhance the city's tourism offering.

Funding will be prioritised for projects which:

1. Aim to enhance the experience for those who are already in Edinburgh.
2. Address a gap in the existing offering.
3. Complement the existing offering.
4. Provide new long term tourism assets for Edinburgh.
5. Encourage greater exploration of the World Heritage Site.
6. Allow the visitor to access Edinburgh's history and heritage in a new and innovative way".
7. Support or enhance the telling of the Edinburgh story through its history or heritage.
8. Aim to attract more non-local visitors to the area.
9. Encourage visitors to stay longer and spend more.

WHAT QUALIFIES FOR FUNDING

All projects must satisfy four key criteria:

1. They must be new Edinburgh based projects.
2. They must have tourist appeal – as well as a strong history or heritage connection, projects must be primarily designed to appeal to visitors to the city.
3. They should be innovative – the funding can be used to support new ideas, trialling new experiences or the development of new offerings.
4. They should aim to be financially sustainable – projects must demonstrate long-term financial viability.