

# Culture and Communities Committee

10.00 am, Tuesday, 14 November 2017

## Festivals and Events Core Programme 2017/18

|                     |                    |
|---------------------|--------------------|
| Item number         | 8.3                |
| Report number       |                    |
| Executive/routine   |                    |
| Wards               | All                |
| Council Commitments | <a href="#">46</a> |

### Executive Summary

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This report provides an update on the agreed core programme of festivals and events for 2017/18; and on the programme of funded activity in 2017 celebrating the 70<sup>th</sup> Anniversary of Edinburgh as the Festival City.

The programme is aligned with the Council's Events Strategy which was reported and approved at the [Culture and Sport Committee on 31 May 2016](#). The Strategy is designed to provide a positive mix of new and well established cultural and sporting events which promote Edinburgh as a vibrant, contemporary, international city. As captured in the Strategy document, the approach is to support events on 3 Tiers, or levels, of international, national and city importance.

## Festivals and Events Core Programme 2017/18

### 1. Recommendations

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- 1.1 It is recommended that Committee:
- 1.1.1 notes the remaining expenditure and update of the agreed 2017/18 events calendar at Appendix 1;
  - 1.1.2 notes the summary of the programme of events commissioned to celebrate the 70<sup>th</sup> Anniversary of Edinburgh as the Festival city in 2017 at Appendix 2, alongside the funding from public sector partners for the 70<sup>th</sup> Anniversary celebrations at Appendix 3; and
  - 1.1.3 instructs the Executive Director of Place to provide a report on the 2018/19 events programme at the January 2018 meeting.

### 2. Background

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- 2.1 The Council's Events Strategy, as approved by the [Culture and Sport Committee on 31 May 2016](#), is designed to provide a positive mix of new and well established cultural and sporting events which promote Edinburgh as a vibrant, contemporary international city. The Strategy adopts a 3 tier approach to the development of the city's events programme. The programme of events and festivals for 2017/18 is aligned with the Strategy and was agreed in consultation with the previous Festivals and Events Champion.
- 2.2 The 2017/18 events programme includes a Lighting installation project, and an event funding programme for Localities. The one-off funding for these, £80,000 and £60,000 respectively was agreed by the [Finance and Resources Committee of 23 March 2017](#). 2017/18 update also features a programme of sports events which provides opportunities for the public to participate and attend, for example, the HSBC UK City Ride.
- 2.3 The [Culture and Sport Committee on 30 November 2015](#) approved the allocation of £200,000 towards the city's major Festivals over the period 2015/16 to 2017/18 to facilitate commissioning activity specifically designed to celebrate the 70<sup>th</sup> Anniversary year of Edinburgh's Festivals in 2017.

### 3. Main report

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#### Festivals and Events Core Programme 2018

- 3.1 The remaining programme of the 2017/18 Festivals and Events is set out in Appendix 1.
- 3.2 As captured in the Events Strategy ([Culture and Sport Committee on 31 May 2016](#)) a series of bespoke, Tier 3 events should be delivered.

#### 2017/18 Programme of Events

- 3.3 Tier 3 new events development:
- The first **Alternative Peers Ball** will take place on Saturday 25 November 2017. The event is expected to grow to provide a new key celebration of the best music talent in the city and in Scotland. The format will follow that of a modern version of the original Peers Ball, hosted in the Assembly Rooms by Sir Walter Scott to celebrate King George IV's visit to Edinburgh in 1822. Development funding allocated over three years, on a reducing scale of £10,000 in 2017/18, £7,000 in 2018/19 and £5,000 in 2019/20.
  - The new **Wellness Festival**, in January 2018, will focus on health, fitness, food, nutrition and self-improvement, and is open to all ages. A series of daytime and evening sessions will feature several world-class speakers and panellists from the world of health, food and fitness centring around the themes of the body, the mind and the sciences behind fitness, nutrition and mindfulness. Development funding allocated over three years, on a reducing scale of £10,000 in 2017/18, £7,000 in 2018/19 and £5,000 in 2019/20.
  - **Edinburgh Burns Festival**, a new event for the city to take place between 25 and 27 January 2018. It will celebrate the life and work of Robert Burns. The festival will feature a range of events for the public, including a Burns 'Cultural Crawl', an alternative Burns Supper, 'Red, Red Rose Street' lighting, a family ceilidh and a nightly Burns Club. The events will be based around Rose Street and adjacent streets, and feature a variety of free and ticketed events. Funding partners include the Scottish Winter Festivals fund and Essential Edinburgh. One-off Tier 3 development and partnership funding of £35,000 has been allocated.
- 3.4 Tier 2 Events:
- The Royal Commonwealth Pool (RCP) has in recent years hosted the Edinburgh International Swimming Event annually, in February/March. This event has grown in stature as the quality of the venue and the meet has attracted increasing numbers of top-level swimmers. **British Swimming** will now bring the national **Championships** to Edinburgh on 1-4 March 2018, which replaces the Edinburgh International Event on the calendar. The British Swimming Championships took place this year in Sheffield, and is a much larger event, and will represent the most prestigious swimming competition to

be held at the RCP since its refurbishment in 2012. It attracts significant numbers of spectators, and is streamed live on the British Swimming website. The event generates significant coverage from the local and national media, and sporting profile for the host city. It also inspires the next generation of would-be Olympians, as they have access to seeing Britain's finest swimmers compete for the title of British Champion. There will be a modest economic benefit for the city, mainly in terms of the hotel and subsistence spend of the teams, officials and spectators over several days. Funding of £30,000 has been allocated.

3.5 The [Finance and Resources Committee of 23 March 2017](#) agreed one-off funding of £80,000 towards the further development of the city centre **lighting project programme** and £60,000 towards encouraging **cultural events within Localities**.

- The creative producer, NL Productions, has been appointed to deliver the lighting project in 2018. This is the fifth year that a lighting installation has been staged in the city during February and March with the aim of providing a calm and beautiful focal point for residents and visitors. The installation will take place in city centre locations between 8 February and 11 March 2018. Programme details are in development.
- The Localities Events Fund has been developed in consultation with Localities Managers and members to establish appropriate funding guidelines and the application process. Grants of between £2,500 and £10,000 will be made available. Applications will be sought by December 2017 with funding awarded from January 2018.

3.6 **2017 Events Programme Update.** The plan to introduce a family-friendly mass cycle ride in the city centre has been progressed with the British and Scottish Governing Bodies of cycling. As a result of this, British Cycling, in partnership with HSBC, agreed to bring their **City Ride** event to Edinburgh, and this took place on Sunday 3 September 2017. This event immediately followed the Tour of Britain Grand Depart, and used the same city centre route, maximising both the number of spectators at the Tour of Britain and the number of participants in the City Ride. The City Ride is a free cycle ride for families, children and young people, aimed at giving participants a safe and enjoyable city-centre cycling experience with no traffic to contend with. The event was conducted with a carnival-style atmosphere, and included an event hub in the Meadows comprising a cycling-related event village with attractions such as a street velodrome, a static cycle challenge, and bicycle maintenance sessions. The event attracted over 7,000 participants, and generated some very positive media coverage. A funding contribution of £30,000 was allocated, and £20,000 was also contributed by the Active Travel Team from the Council's allocation of Transport Scotland's Smarter Choices, Smarter Places grant funding (administered by Paths for All).

- 3.7 The annual **Scottish Diving Championships** in December 2017 will attract the best Scottish divers to the RCP, and some of the best teams and divers from across the UK. The event has been growing year on year, alongside public interest in diving at all levels. This interest has been accentuated by the excellent achievements of Edinburgh's Grace Reid and James Heatly, who are now competing internationally at the highest level. It has also been recognised by Scottish Swimming which has recently committed additional funding to the Edinburgh Leisure diving programme at the RCP. A funding contribution of £4,500 was allocated to this event.
- 3.8 The annual **Scottish Short Course Championships** are Scottish Swimming's premium 25m swimming event, attracting over 800 competitors and some 2,500 spectators over three days. The competition attracts swimmers from across Scotland, the UK, and depending on the international calendar each year, also from across Europe. This year, the event is scheduled to be held in December 2017 at the RCP, and will be streamed live on the Scottish Swimming website. A funding contribution of £4,500 was allocated to this event.
- 3.9 **Festivals Commissions Programme to Celebrate the 70<sup>th</sup> Anniversary of Edinburgh as the Festival City.** The projects funded to celebrate the 70<sup>th</sup> Anniversary year of Edinburgh's Festivals in 2017 are included in Appendix 2. This was approved by the [Culture and Sport Committee on 30 November 2015](#). In recognition of 2017 being the 70<sup>th</sup> Anniversary of Edinburgh as the festival city, the Culture and Sport Committee agreed that £200,000 be allocated from the events budget to mark this important celebration.

Partnership funding was made available to the programme of activity by other public funders including Event Scotland, Scottish Enterprise and the Scottish Government and is also included in Appendix 3.

## 4. Measures of success

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- 4.1 The success of these events and festivals will be assessed by the most appropriate measures for each individual project, including number of spectators, number of participants, sustained physical activity by residents, social media profile, economic impact and equivalent advertising values of any media coverage and partnership funding.
- 4.2 The programme contributes to the delivery of the Events Strategy and the following Culture Plan objectives:
- Support greater partnership working in the cultural and creative sectors and maximise resources available to help them thrive all year round; and
  - Ensure that everyone has access to world class cultural provision.

## **5. Financial impact**

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- 5.1 The contributions to events listed in this report can be contained in the Events and Activity budgets for 2017/18.
- 5.2 The partnership funding contribution of £200,000 which enabled the 70<sup>th</sup> Anniversary celebrations was contained within the Culture Service Events budget in financial years 2015/16 to 2017/18.

## **6. Risk, policy, compliance and governance impact**

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- 6.1 All the events described in this report meet the Council's Events Strategy criteria and fit with the aims of the National Events Strategy. There are no risk, policy, compliance or governance impacts arising from this report.

## **7. Equalities impact**

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- 7.1 The proposed events described in this report were selected using criteria which include quality of life for people across the city.

## **8. Sustainability impact**

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- 8.1 The impacts of this report have been considered in relation to the three elements of the Climate Change (Scotland) Act 2009 Public Bodies Duties, and the outcomes are summarised as follows: the proposals in this report will have no significant impact on carbon emissions; be neutral in relation to climate change; and will help achieve a sustainable Edinburgh through the promotion of the city nationally and internationally, positive economic impact and contributions to the quality of life and well-being of residents.

## **9. Consultation and engagement**

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- 9.1 The Council has engaged with the relevant partners and event promoters to develop and deliver these proposals.

## 10. Background reading/external references

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- 10.1 [A new Events Strategy for Edinburgh report](#) – Culture and Sport Committee, 30 May 2016
- 10.2 [Festival and Events Core Programme 2016 and Some Events in 2017 and 2018 report](#) -Culture and Sport Committee, 30 November 2015
- 10.3 [Approved 2017-18 - 2020-21 Revenue Budget and 2017-18 - 2021-22 Capital Investment Programme - plans for supplementary investment report](#) – Finance and Resources Committee, 23 March 2017

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## 11. Appendices

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- Appendix 1 – Festivals and Events Programme to end March 2018
- Appendix 2 – Partnership Funded Projects to Celebrate the 70<sup>th</sup> Anniversary Year of Edinburgh as the Festival City
- Appendix 3 – 70<sup>th</sup> Anniversary Festivals Celebration – Funder Contributions – Summary

## FESTIVALS AND EVENTS PROGRAMME to end March 2018

New events are *italicised*. Asterisks denote one of the 11 major festivals.

|                            |   |
|----------------------------|---|
| 20 - 31 October            | Scottish International Storytelling Festival*         |
| 10 November 2017           | The Edinburgh Award 2017                              |
| <i>25 November 2017</i>    | <i>Alternative Peers Ball, Assembly Rooms</i>         |
| 17 Nov 2017 – 6 Jan 2018   | Edinburgh's Christmas                                 |
| <i>30 Nov – 3 Dec 2017</i> | <i>Scottish Diving Championships</i>                  |
| <i>8 – 10 Dec 2017</i>     | <i>Scottish Short Course (Swimming) Championships</i> |
| 30 Dec 2017 – 25 Jan 2018  | Edinburgh's Hogmanay Festival*                        |
| 13 January 2018            | Great Edinburgh Cross Country and Great Winter Run    |
| <i>25 -27 January 2018</i> | <i>Edinburgh Burns Festival</i>                       |
| <i>27- 28 January 2018</i> | <i>Wellness Festival</i>                              |
| <i>From early 2018</i>     | <i>Localities Events programme</i>                    |
| 8 Feb – 11 March 2018      | Edinburgh Light Installation                          |
| <i>1 – 4 March 2018</i>    | <i>British Swimming Championships</i>                 |

**PARTNERSHIP FUNDED PROJECTS TO CELEBRATE THE 70<sup>TH</sup> ANNIVERSARY  
YEAR OF EDINBURGH AS THE FESTIVAL CITY**

**Scottish International Storytelling Festival - OPEN WORD-OPEN WORLD (£25,000)**  
20-31 October 2017

The Festival celebrated the global outreach of Edinburgh's Festivals and the community participation of its citizens. It recruited Volunteers and Young Story Guides who welcomed visitors and provided guiding and interpretation focusing on Edinburgh as a city of stories, arts and culture linked to local events across the city.

The Festival also hosted a three day Global Gathering of storytelling activists at the Dovecot Gallery, with over 100 delegates from 40 countries.

**Edinburgh Art Festival – Commissions Programme: THE MAKING OF THE FUTURE:  
NOW AND PLATFORM: 2017 (£35,000)**

27 July – 27 August 2017

*The Making of the Future Now* presented new projects by Scottish and international artists at sites in around Edinburgh's Old Town paying homage to the physical and intellectual legacy of Patrick Geddes and the festival.

**Commissions Programme**

*A Summer Meeting*: 11 - 14 August: a four day programme of events focused on the ideas of Patrick Geddes and the importance/relevance of his ideas today

**Garden Residencies**

Over the course of the festival, 4 artists; Neil Bickerton, Alison Scott, Daisy Lafarge and Deirdre Nelson; each undertook a week long residency in the *Palm House*, exploring ideas relating to the site, the structure and the wider ideas of Geddes himself.

**Platform**

Platform: 2017 showcased new work by artists Uist Corrigan, Rebecca Howard, Kotryna Ula Kiliulyte and Adam Quinn. Selected by artists Jacqueline Donachie and Graham Fagen, the practitioners reflected a wide range of different approaches to art making, from performance, filmmaking, and photography, to work with sound installation and sculpture.

**Learning and Engagement**

Included schools visits, forest school workshops and tours and workshops for community groups. The programme attracted 2,315 engagements.

Attendance at Commissions, Platform and associated events: 38,534

Total festival attendance: 314,057 (14% increase on last year (excluding the Dazzle Ship Project)).

**Edinburgh Art Festival – DAZZLE SHIP (£5,000)**

Co-commissioned with 14-18 NOW, Ciara Phillips' *Every Woman* was the fourth in a series of Dazzle Ships developed by contemporary artists to commemorate the First World War.

Attendance estimated 508,000 between 25 May 2016 and 31 January 2017.

**Learning and Engagement**

*Every Woman* was accompanied by an extensive learning and engagement programme – attracted 8,370 individuals to activities between May 2016 and March 2017.

The ship was launched with a special event for families in the local community, featuring family arts activities, poetry readings and musical performances.

|                               |                            |
|-------------------------------|----------------------------|
| Schools Programme             | 19 Schools 4089 pupils     |
| Children & Families Programme | 3,529 participants         |
| Community Outreach            | 14 groups 831 participants |

### **Edinburgh International Festival (EIF) – ORAL HISTORY PROJECT (£20,000)**

The project gathered testimony from audience members, previous Festival directors and other individuals who had stories to tell that are relevant to the Festival's history. The grant from the City of Edinburgh Council enabled the International Festival to start the process of filming interviews with key individuals in early 2016, working with the Scottish Documentary Institute and with former Festival Director Sir Jonathan Mills as interviewer. It also contributed to the development of a 70<sup>th</sup> anniversary website and to the costs of a researcher.

Website <http://70years.eif.co.uk/>.

EIF also developed a documentary film – *The World In One City* – produced by the Scottish Documentary Institute, drawing on the interview material and on archive footage.

### **EIF – WORLD PREMIERE PRODUCTION OF A NEW VERSION OF RHINOCEROS (£20,100)**

The Edinburgh International Festival presented the world premiere of an international co-production (Royal Lyceum Theatre Company and DOT Theatre Istanbul) of a new version of Eugene Ionescu's *Rhinoceros*, adapted by Edinburgh based playwright Zinnie Harris and directed by Murat Daltaban.

This was a new Scottish/Turkish version of the classic play, performed by a diverse company of actors. The project formed part of a special season of work for the 70<sup>th</sup> Festival anniversary focusing on Scottish companies presenting works which consider the origins of European drama and the precarious state in which the continent finds itself today.

*Rhinoceros* was presented at the Lyceum Theatre from 3-12 August  
Attendance: 6,639 - 12 performances

### **Edinburgh International Children's Festival – A WEE NIGHT OUT AND A WEE NIGHT OUT 2<sup>ND</sup> YEAR DEVELOPMENT (£24,900)**

Partnership project: Fringe Society, Lyra Theatre, Craigmillar and Edinburgh International Children's Festival. Wee Night Out gave the opportunity for young people aged between 10 and 15 to become festival programmers. The Wee Night Out group attended the Festival Fringe with Edinburgh International Children's Festival Director, Noel Jordan to see a selection of theatre and dance productions for children and young people. The group then decided on one of the shows to be programmed as part of the Edinburgh International Children's Festival and performed in their community, at the performance space at Lyra Theatre.

In the lead up to the 2017 festival the group met to create a presentation for the 300 industry professionals that attend the Children's Festival, made a short film about the process and designed a "Wee Night Out" logo which they printed on their hoodies to wear Front of House when they welcomed audiences in Craigmillar.

In addition to the shows, the group took part in a dance workshop led by the dancers and had a question and answer session with an actor.

Year Two of the project - the group has increased from 9 to 16. The group have selected their production, which will be presented as part of the 2018 Edinburgh International Children's Programme.

Year 1            7 sessions

Year 2            8 sessions

9 productions were seen each year by participants

Link to film: <https://youtu.be/yAK2PbCjwh4>.

### **Edinburgh International Science Festival (EISF) – DIGITAL ART INSTALLATION - PLAY ON (National Museum of Scotland) (£20,000)**

1-16 April 2017

*Play On* was an interactive exhibition that allowed visitors to get 'hands-on' with the different ways in which technology influences our leisure time. Taking place in four zones – *Picture This*, *Game Theory*, *Make Some Noise* and *Toy Box* – *Play On* also featured three specially commissioned digital artworks. The exhibition was also supported by a programme of associated workshops, talks and discussions.

EISF's international partner was the Universum Science Centre in Bremen, Germany. An exhibition tour of three German Science Centres took place June – November 2017.

The process of commissioning artists to produce pieces for *Play On* allowed the EISF to work closely with practitioners and learn from their skills and experience. This process will enable EISF to improve their commissioning and collaborating process with visual artists. EISF also worked with a broad selection of designers and creators from outside the regular community of interactive exhibit builders.

Over 3,000 people attended the associated workshops and talks. Over the duration of the Festival the National Museum of Scotland had 145,178 visitors, of which 72,000 actively engaged with the exhibition.

### **Edinburgh's Hogmanay – MIDNIGHT MOMENT (£15,000)**

Launching the 70th Anniversary Year of Edinburgh as the festival city, Edinburgh's Hogmanay animated New Year with a specially commissioned *Midnight Moment* - Lasers, Lights, Music and Fireworks Spectacular to an audience of 75,000.

As part of Scotland's premiere New Year festival, the city's midnight celebrations are featured around the world alongside city giants Sydney, Rio de Janeiro, New York and London, helping to place Edinburgh firmly on the world stage and reinforcing Scotland's position as the *Home of Hogmanay*.

The *Midnight Moment* programme brought early visibility of the 70th Anniversary Year of Edinburgh as the festival city to the world stage, while providing a totally immersive experience, allowing the audience to experience a one-off special New Year and cement Edinburgh's position as one of the original and best New Year Parties in the world.

The Hogmanay event and *Midnight Moment* achieved extensive social media interaction from across the world.

## **Festivals Edinburgh – FESTIVAL CITY VOLUNTEERING PILOT/PROGRAMME (£30,000)**

This pilot of a year-round Festival City Volunteers programme offers skills and accreditation for young people from Edinburgh and surrounding region with training providers and city partners. The project encourages the widest range of young people to apply to be volunteers including those who would not normally be able to access festival skills opportunities (August 2017 to August 2018).

In the first live period of the 2017-2018 season, from 4 – 27 August, 42 volunteers completed 260 shifts of 4 hours. They greeted and assisted over 8,000 visitors to Edinburgh. During the live period, volunteers acted as 'Ambassadors' for Edinburgh giving advice on directions, travel, access and festival shows.

Volunteers participated in training, volunteering and cultural engagement between July – August 2017.

The project attracted a cross-generational and diverse mix of Edinburgh's community members, aged between 18-81, coming from Scotland, England, Czech Republic, Basque Spain, Southern Spain, China, Germany, China, Canada and Japan. The project managed to encompass and work with many people who face barriers to engagement and employability in arts and culture due to isolation, disability, illness and hidden disabilities.

All 42 participants will be issued with a 'Festival City Host and Ambassador: Completion of training and participation' certificates, certificated by Edinburgh College.

To deliver the training, Festivals Edinburgh worked with the Edinburgh Festivals, Volunteer Edinburgh, Visit Scotland, Marketing Edinburgh, Lothian Buses, Euan's Guide, and the Council. Sponsorship for their uniforms was provided by Lothian Buses, with Visit Scotland making a significant contribution by providing a hub space, centre manager support, indoor working area and safe space for storage.

Continued training opportunities and volunteer experiences have been offered so far by Visit Scotland, The Riding of the Marches, The Storytelling Festival and Edinburgh's Hogmanay.

## **Edinburgh International Festival (EIFF) – SCREENING EIFF AT 70 (£8,500)**

This screening marked the beginning of a three year partnership between EIFF and the RSNO as part of the celebration of the 70 years of Edinburgh as a Festival City and EIFF as one of the founding festivals. It is EIFF's ambition to extend the impact of the Festival across Scotland and in doing so ensure that its artistic and creative excellence is enjoyed by a wider audience.

Given the scale of this partnership, commissioning a dedicated screen was essential to ensure that the quality of screenings experienced by audiences as part of EIFF is maintained at all venues and the artistic integrity of the Festival as a whole is preserved.

The first event using the new screen took place on 24 June 2017 at the Usher Hall during EIFF. The screening of *Raiders of the Lost Ark* with live score performed by the RSNO sold out its 2,000 tickets within 2 days.

The screen will be used at the 5 other EIFF/RSNO screenings taking place across Scotland over the next 6 months.

Evaluation will include continuing to survey attendees and monitoring ticket sales for all events. 60% of EIFF's audience members are from Edinburgh and the Lothians therefore the intention is to attract new audiences with these Scotland-wide screenings and encourage their attendance at future EIFF events and screenings.

**70<sup>th</sup> ANNIVERSARY FESTIVALS CELEBRATION  
PARTNER FUNDER CONTRIBUTIONS - SUMMARY**

| <b>TOTAL<br/>Financial<br/>Year</b> | <b>City of<br/>Edinburgh<br/>Council</b> | <b>EventScotland</b> | <b>Festival City<br/>70</b> | <b>Scottish<br/>Enterprise</b> | <b>TOTAL</b>    |
|-------------------------------------|--|----------------------|-----------------------------|--------------------------------|-----------------|
| <b>2015/16</b>                      | £99,900                                  |                      |                             |                                |                 |
| <b>2016/17</b>                      | £42,500                                  |                      |                             |                                |                 |
| <b>2017/18</b>                      | £57,600                                  | £190,000             | £390,000                    | £110,000                       |                 |
| <b>Total</b>                        | <b>£200,000</b>                          | <b>£190,000</b>      | <b>£390,000</b>             | <b>£110,000</b>                | <b>£890,000</b> |

The City of Edinburgh Council made a commitment to invest £200,000 over three years 2015-16 to 2017-18 to maximise the impact of the 70<sup>th</sup> anniversary of Edinburgh's Festival City. This helped to lever in partner investment of a further £600,000 from the Scottish Government, Scottish Enterprise and Event Scotland:

- Scottish Government committed £300,000 in 2017-18 for the Festival City 70 programme, an enhancement of their Expo Fund programme (managed by Creative Scotland)
- Scottish Enterprise made £110,000 available to capitalise on the 70<sup>th</sup> anniversary for Festivals related tourism development
- EventScotland committed £190,000 to activity specifically aimed at maximising the impact of the 70<sup>th</sup>, in addition to other investments in Edinburgh's world class festivals.