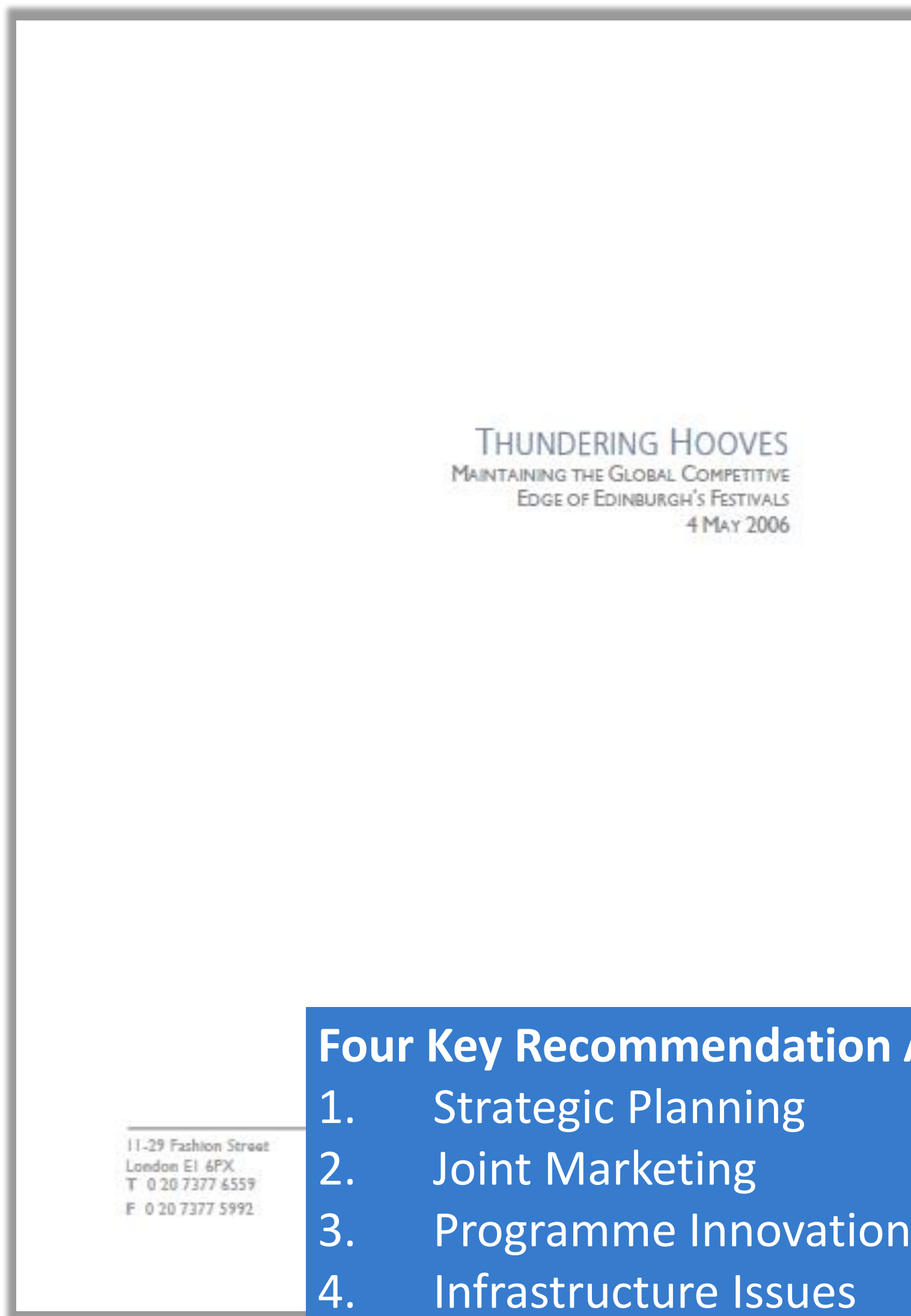


FESTIVALS EDINBURGH LTD: COMPANY OVERVIEW



Origins: Festival City strategies 2006, 2015



- Four Key Recommendation Areas:**
1. Strategic Planning
 2. Joint Marketing
 3. Programme Innovation
 4. Infrastructure Issues

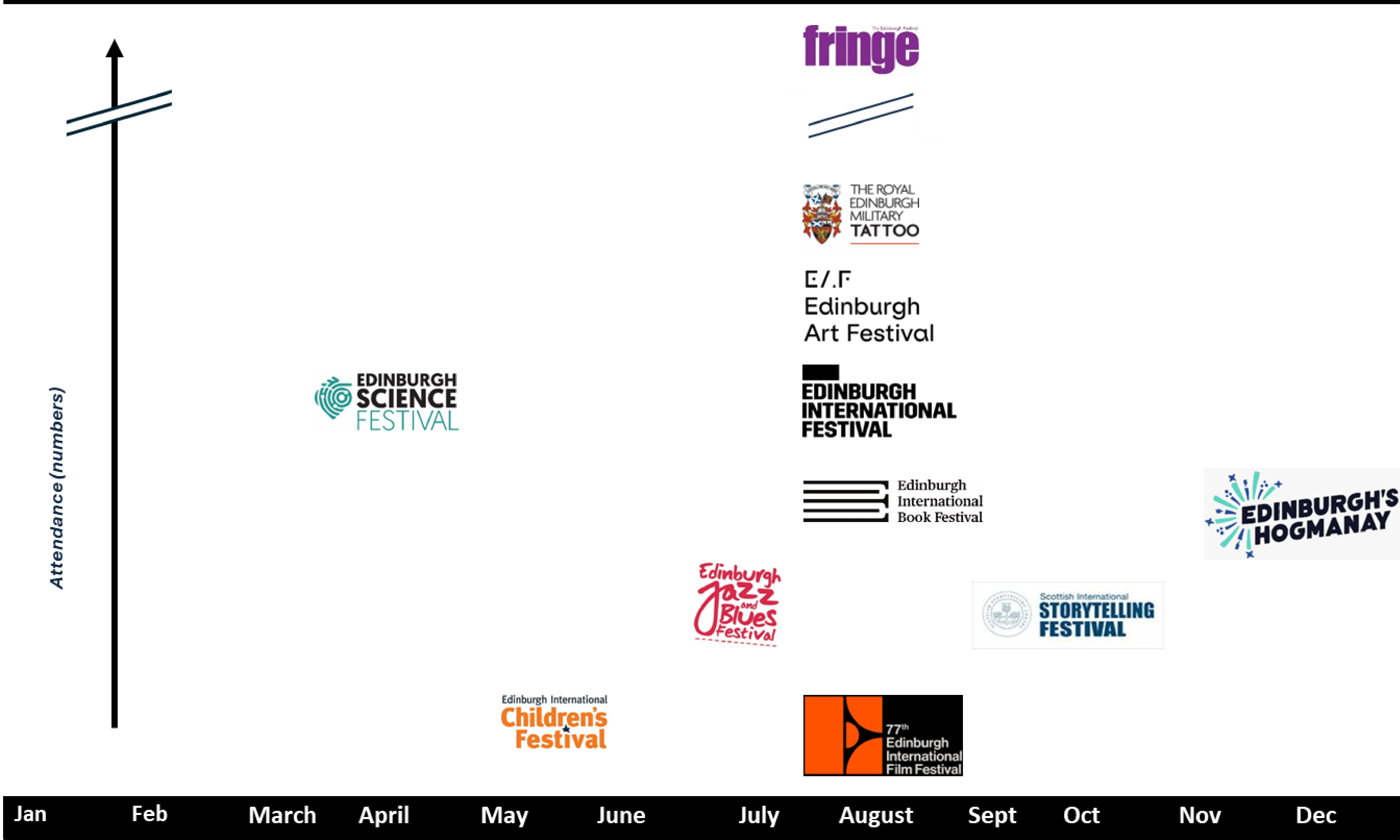
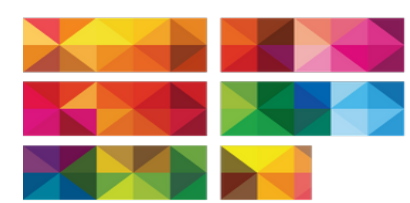


- Six Key Themes:**
- Festival City Management
 - Deep & Wide Engagement
 - National & Global Positioning
 - Digital Ways & Means
 - Investment & Enterprise
 - Developing & Delivering

Collaborative infrastructure created



Collective of 11 festivals based on membership criteria



Shared priorities 2024/25

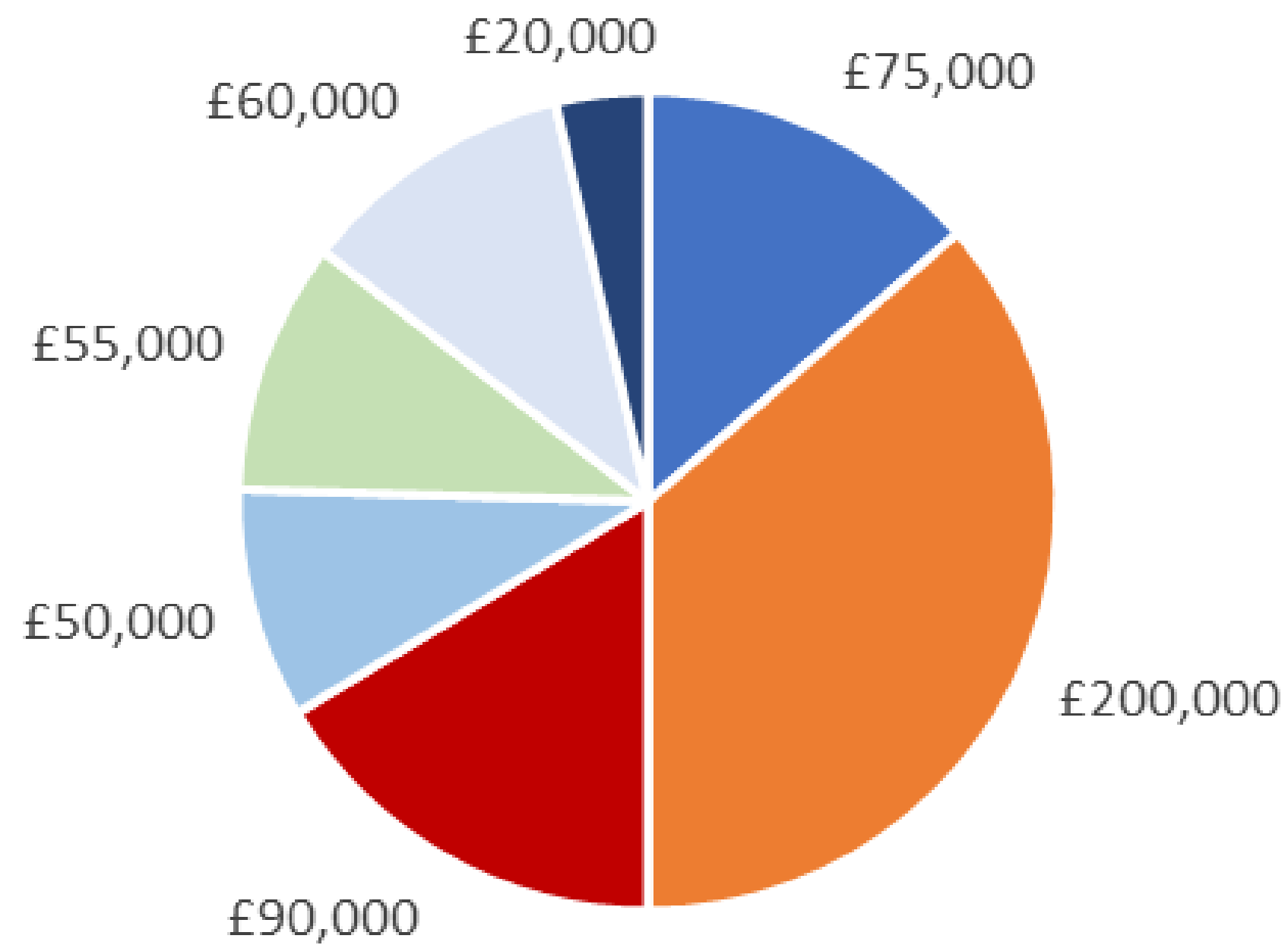
POLICY & PUBLIC AFFAIRS
Stakeholder relations to support collaborative infrastructure, aligned funding approaches
Engagement with national policy bodies
Shared civic engagement through networks with city partners, resident communities
Impact, research and evidence studies
Developing Edinburgh Festivals through new National Events Strategy opportunities
Developing shared opportunities for local Visitor Levy investment

PROGRAMMES & PROJECTS
Year-round brand marketing
Year-round cultural diplomacy, international networking, knowledge exchange
Peak season Momentum international delegate programme
Developing regional touring scoping study for Regional Prosperity Framework
Scoping opportunities for improved Festival City Look and Feel – city welcome, dressing
Scoping opportunities for smart spatial and transport planning
Mapping out back office functions across festivals and existing/potential collaboration

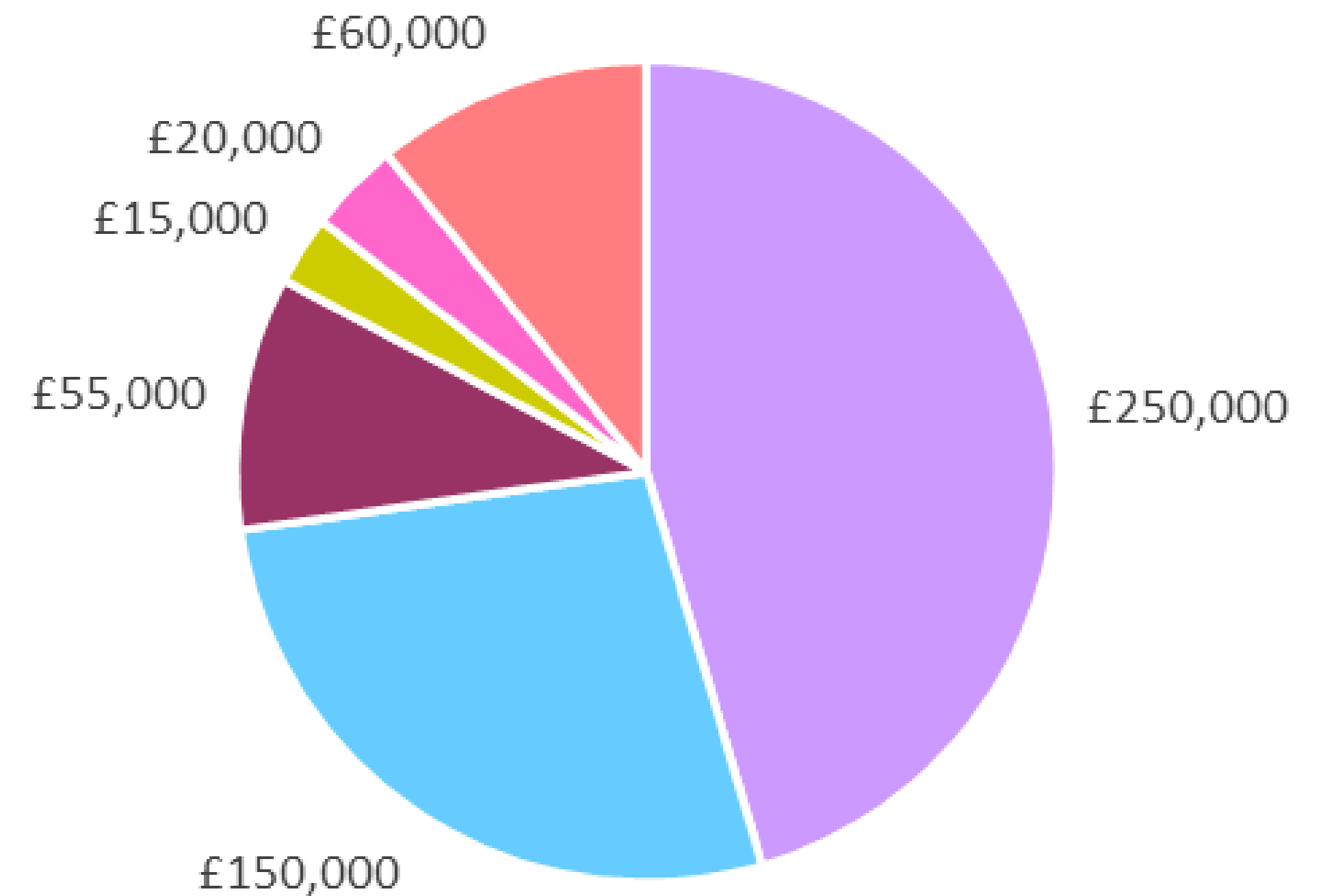
COLLECTIVE CAPACITY BUILDING
Festival working groups for knowledge exchange
Support for carbon reduction planning
Facilitating local community connections
Festivals Edinburgh leadership & management

Financial model 2024/25

FE INCOME 2024-25: £550,000



FE EXPENDITURE 2024-24: £550,000



Collaborative relationships



Defining
Brand



Economic
Powerhouses



Creative
Accelerators



Visitor
Gateways

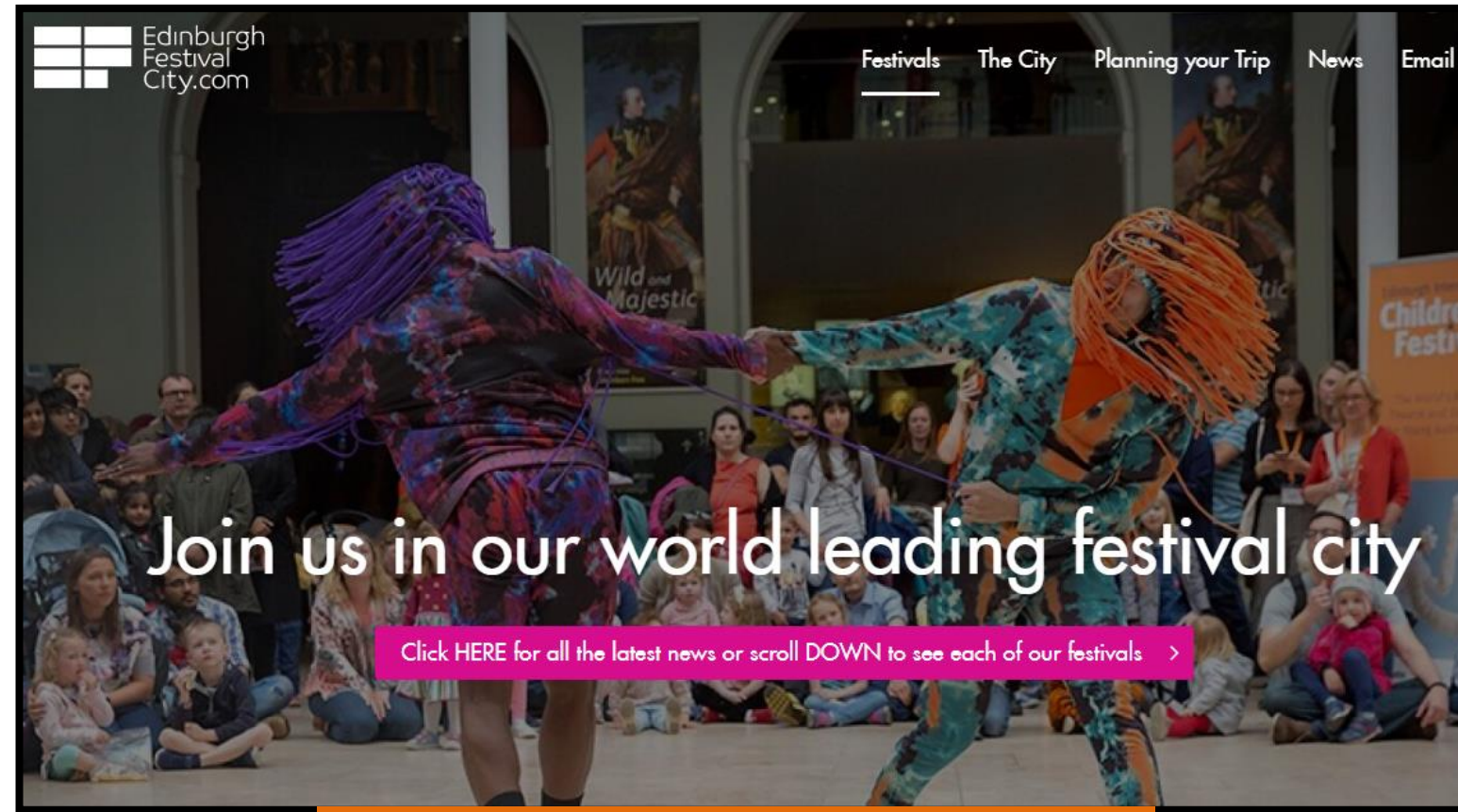


Creators of
Cohesion



International
Relations

Collective programmes



BRAND MARKETING



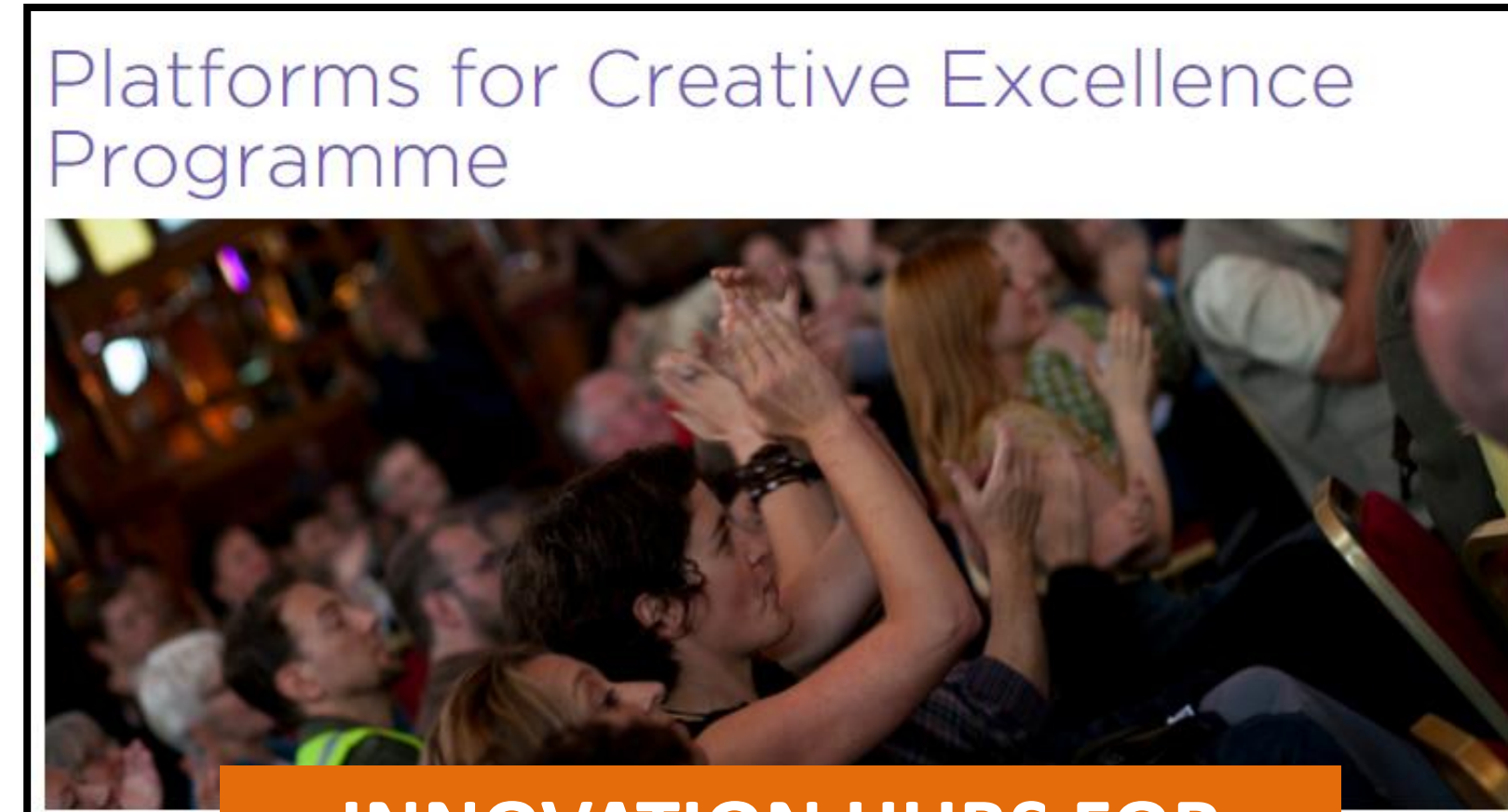
POLICY EVIDENCE



CARBON REDUCTION PARTNERS



CULTURAL DIPLOMACY

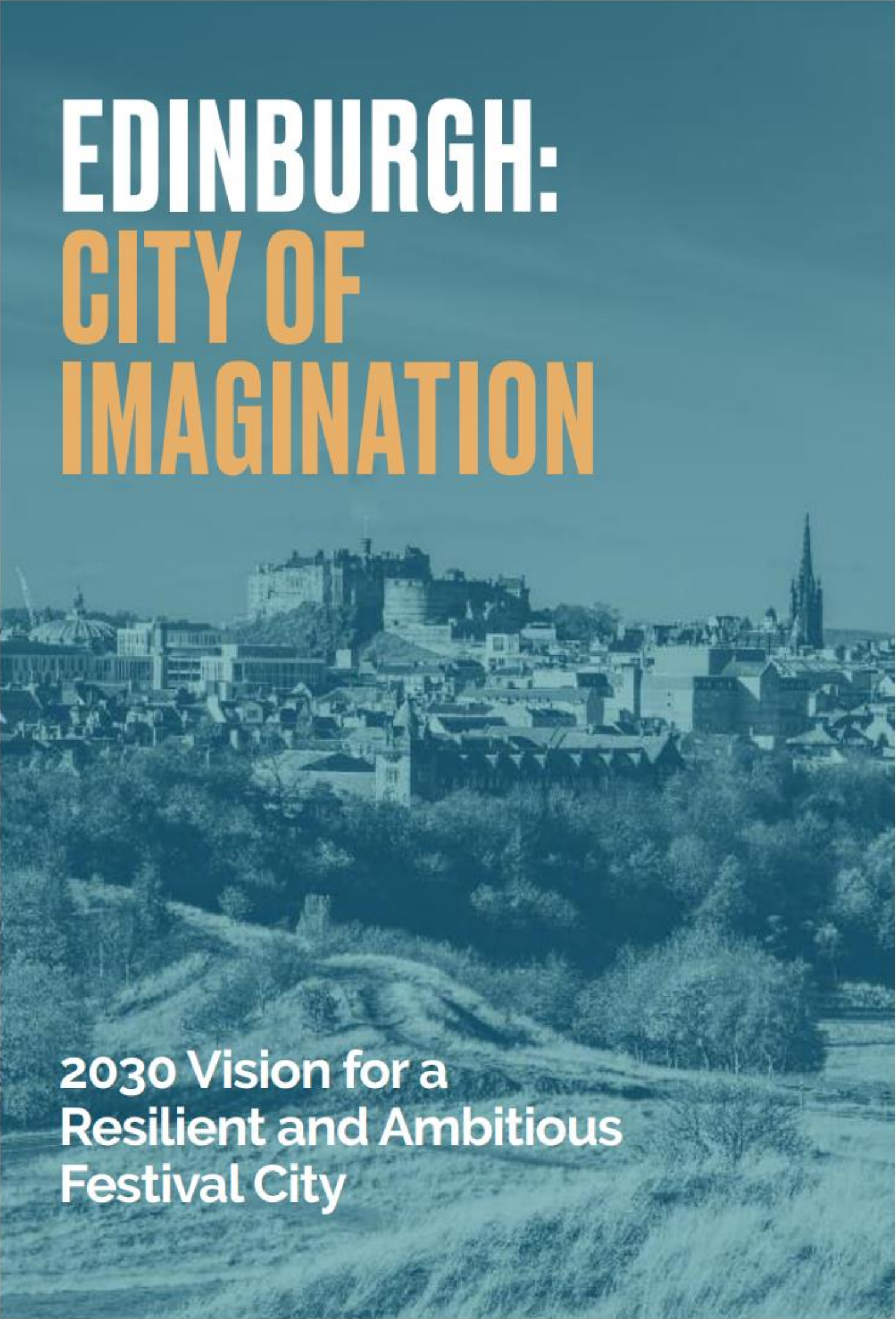


INNOVATION HUBS FOR CREATIVE & SOCIAL IMPACTS



DIGITAL DEVELOPMENT

Post-pandemic agenda: 2030 Vision



FESTIVALS EDINBURGH LTD: COMPANY OVERVIEW

