

UK SHARED PROSPERITY FUND DUNDEE

Thriving Places – Development of the Visitor Economy

Invitation to bid opens	12:00 on 24 April 2025
Invitation to bid closes	17:00 on 27 May 2025
Minimum application level	£5,000 for feasibility studies £10,000 for all other projects
Maximum application level	£25,000 for feasibility studies £50,000 for all other projects
Match Funding	25% - this can be in-kind
Timing	Projects must be complete in the financial year 2025/26.
Application process	<p>Apply via the online portal from 24 April 2025. 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>

Aim of the fund

Tourism And Visitor Economy Activities

The fund 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, feasibility studies, visitor facilities, exhibitions and events** that will help to grow their visitor base and to increase the attractiveness of the city to visitors and locals alike.

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.

The fund is focused 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.

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

Feasibility Studies

Funding is also available to support the development of existing and new visitor attractions by providing funding to support **feasibility studies** that help to develop business cases, design work, economic impact, consultation, strategic importance etc. The aim of this part of the fund is to support steps towards delivering new capital projects which in turn will enable local attractions to develop plans to enhance their offer.

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 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 that 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.

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.

For feasibility studies, eligible costs could include: Consultancy fees; architect fees; consultation events; business planning; Economic Impact Assessments.

Sector specific application 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 sector specific questions.

Tourism And Visitor Economy Activities

Explain how your project will deliver a fun and impactful 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?

Feasibility studies

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

Outputs:

Tourism And Visitor Economy Activities

- Number of tourism, culture or heritage assets created or improved
- Number of local events or activities supported

Feasibility studies

- Number of feasibility studies developed as a result of support

Outcomes:

Tourism And Visitor Economy Activities

- Increased visitor numbers (number of people)

Feasibility studies

- 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

- [Dundee City Council UK Shared Prosperity Fund](#)
- [UK Shared Prosperity Fund prospectus](#)