

Culture and Communities Committee

10.00am, Thursday, 16 May 2024

Edinburgh 900 Update

Executive/routine
Wards

Routine
All

1. Recommendations

- 1.1 Culture and Communities Committee is asked to note this update on the plans to celebrate Edinburgh 900.

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Executive Director of Place

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Edinburgh 900 Update

2. Executive Summary

- 2.1 This report updates Committee on the progress made by the project team and programme board on the Edinburgh 900 events programme.

3. Background

- 3.1 2024 marks the 900th anniversary of Scotland's municipal government with the creation of royal burghs. Edinburgh was among the first, alongside Berwick, Dunfermline, Roxburgh and Stirling.
- 3.2 A Working Group on the Royal Burgh Anniversary first met in November 2023. Chaired by the Lord Provost and attended by major stakeholders such as Edinburgh Festivals, Edinburgh Interfaith Association, Edinburgh World Heritage Trust, St Giles Cathedral, and the University of Edinburgh, it agreed with a proposal to hold events in the city that will tell the city's 900-year story to residents and visitors.
- 3.3 This will include organising and encouraging a multi-stakeholder events programme based on heritage collections, with stories told creatively and innovatively – using public spaces relevant to the stories where possible.
- 3.4 The Council will commission outdoor projections to highlight its heritage collections, tell the city's story and create flagpole events to attract media and resident interest.
- 3.5 A civic strand of events will focus on other large public events organised by participating stakeholders, while a community strand will fund local events by community heritage groups.
- 3.6 On 22 February 2024, the Council agreed a budget of £500,000 for the Edinburgh 900 programme.

4. Main report

Edinburgh 900 Programme

- 4.1 An officer working group has developed a broad framework of 10 chronological and thematic categories to provide structure and progression. Each theme should have at least one event, but some may have multiple events. These are detailed in Appendix 1 of this report.
- 4.2 An Edinburgh 900 programme board has been set up to deliver and monitor the Council's contribution to the programme. The Service Director for Culture and Wellbeing is the Senior Responsible Officer.
- 4.3 The programme board has agreed a high-level programme budget (including open application elements) that would include:
- 4.3.1 £100,000 for an open community fund to support community heritage groups in running their own local events;
 - 4.3.2 £100,000 for an open civic events fund to support citywide/civic events run by partners; and
 - 4.3.3 £80,000 for a school activity stream.
- 4.4 In addition to these funds, there will be:
- 4.4.1 A procurement exercise to commission projections as public art installations;
 - 4.4.2 Event programmes by Museums and Galleries Edinburgh and Edinburgh Libraries
 - 4.4.3 Marketing, promotion and website development
- 4.5 It is envisaged that the programme will officially launch during Royal / Holyrood Week in late June/early July 2024 and will run until late August 2025.

Projections

- 4.6 The Council will commission outdoor projections that tell the city's history and showcase the City Collections in relevant locations across Edinburgh. The Council and local creative sector have previous experience in successfully commissioning and delivering these types of events in the city (e.g. Message from the Skies and ReDrawing Edinburgh). It should take six months to deliver from start to finish and is planned for delivery between September 2024 and March 2025.
- 4.7 A number of potential buildings which could be used for the projections is being developed and, once narrowed down, a procurement process will be progressed.

Civic Events Fund

- 4.8 The aim of the Fund is to support six to 10 citywide events organised by external stakeholders with grants up to £15,000 that will extend the programme's scope and range through partners showcasing their histories in line with the programme themes and reflecting on their past and present roles within the city.

- 4.9 The Lord Provost launched the civic fund in an open letter to stakeholders on 10 April 2024, with a deadline for applications of 20 May 2024.

Community Events Fund

- 4.10 Throughout the early consultative phase of the Edinburgh 900 programme proposal, a desire for local impact came through strongly in the feedback from community groups (via the Edinburgh Local Heritage Network (ELHN)), elected members (via the All Party Oversight Group (APOG)) and parliamentarians (through a Parliamentary Briefing session).
- 4.11 The community fund focuses on empowering community groups within the city. The fund will promote partnership working and inclusive audience development within community heritage groups in the city. A maximum of £5,000 will be available per successful application.
- 4.12 Activity for the community strand will stretch from August 2024 to August 2025 and will build in time for successful applicants' time to deliver their activities in ways and dates that work best for their communities.
- 4.13 The Community Fund is now live, with the deadline for applications being 27 May 2024.

Schools Events Programme

- 4.14 A discrete school activity stream, a multi-part mini programme, will focus on various activities within Edinburgh's schools to celebrate Edinburgh 900.

Libraries and Museums Events Programmes

- 4.15 Activity streams are also being developed by the Council's Libraries and Museums and Galleries services, using their collections and venues. These include:
- 4.15.1 A **12-month 20+ lecture series** based at the City Arts Centre and online to provide residents with access to academics and local historians who will explore Edinburgh's history;
 - 4.15.2 A **Letter to Edinburgh Memory Board** based at Central Library, where residents, people who have previously lived in or have a connection to the city and visitors can contribute their memories of the city; and
 - 4.15.3 **Exhibitions at Central Library** on the different Edinburgh 900 themes, with some showcasing original objects from the City Collections.

Branding, Marketing and Website Development

- 4.16 As a multi-partner, multi-format event programme, a unifying logo and web presence, alongside a collaborative marketing strategy, are being developed to ensure that the Edinburgh 900 programme will be recognisable to residents.
- 4.17 All participating organisations running approved Edinburgh 900 activities and events will use these materials.
- 4.18 The programme will use Edinburgh Libraries' Our Towns Story local history website as its platform for new digital heritage content. The site will also host new

content contributions from willing community heritage groups. New functionality for the site will allow Libraries to link content to a 900-year timeline, allowing users to access content chronologically as well as by location.

- 4.19 In addition to these developments, the programme board has agreed to support the production and sale of two new popular city histories and an Edinburgh 900-related tartan.

5. Next Steps

- 5.1 The programme board will continue to develop the programme for Edinburgh 900.
- 5.2 Initial activities include:
- 5.2.1 Publishing a tender for the Edinburgh 900 projections for the open market for an award;
 - 5.2.2 Applications for the three Edinburgh 900 funds will be reviewed to finalise allocations;
 - 5.2.3 A programme microsite will continue to be developed; and
 - 5.2.4 A communications and marketing plan will be finalised in advance of the programme launch during Royal / Holyrood Week.

6. Financial impact

- 6.1 The Edinburgh 900 programme received £500,000 as part of the Council budget for 2024/25. The programme board will monitor expenditure and programme delivery.
- 6.2 All of the Council's activities and events will be free to ensure that ticket prices are not a barrier to participation in the city's 900th anniversary.
- 6.3 The Council applied to the National Lottery Heritage Fund (NLHF) for £250,000 to fund Edinburgh 900 community activity, emphasising audience development, creative and technical innovation, and partnership building. Unfortunately, NHLF advisors informed the Council in December 2023 that the bid had been unsuccessful.
- 6.4 There is limited scope for additional income streams or external funding from the programme to fund Council activities.
- 6.5 The project team explored external funding with Creative Scotland and Visit Scotland. While Creative Scotland is open to applications, they would not consider contributing to the overall programme budget; instead, they asked for individual applications for specific events within the programme.
- 6.6 Funding agreements and post activity evaluation will form part of the relationship with successful applicants to ensure that the Council has appropriate governance arrangements in place.

6.7 A £15,000 contingency also exists within the budget.

7. Equality and Poverty Impact

- 7.1 The Edinburgh 900 programme celebrates and improves equality and diversity as a core principle.
- 7.2 The aim is for council-run activities and events to be free to reduce price barriers to participation. Informing residents of local community events and encouraging inclusive attendance via the website and marketing will also reduce the barrier of travel costs and improve participation from marginalised communities who may struggle to get to the city centre.
- 7.3 All council-funded activities will require an outline from grantees on how their activities and events will promote equality and diversity within the city.
- 7.4 Community groups will be strongly encouraged to submit community fund applications for activities and events designed to reach and involve new audiences and create a legacy. A key programme success criterion is to measure the impact of funded activity on community group membership and participation in terms of not just numbers but also diversity of involvement.
- 7.5 The Edinburgh 900 school activity stream also deals with social and economic inequality through workshops and awards that will celebrate young people's contribution to diversity and equality within the city and create a legacy.
- 7.6 An integrated impact assessment will be developed once the programme board has agreed to a draft project plan with defined work streams. It is anticipated that this will be by end May 2024.

8. Climate and Nature Emergency Implications

- 8.1 A core aim of the programme is to encourage local attendance and participation in community activities and events, thereby reducing the need for residents to travel. The programme will do this via its website, focusing on digital marketing and promotion.
- 8.2 While there will be city centre events that will attract crowds, the Council's projections as art installations will run over weeks rather than as a single big event. This approach should reduce the pressure on the city centre, as participants can choose when to visit. The supplier specification will also include requirements to minimise the environmental impact of their hardware and resources.
- 8.3 More broadly, all Council-funded activities will require an outline on how they will limit the environmental impact of their activities. This requirement covers civic, community and school funding.

9. Risk, policy, compliance, governance and community impact

Community Impact and Consultation

- 9.1 The Edinburgh 900 programme should positively impact community cohesion and pride as it facilitates communities in telling their own stories about their heritage as part of a wider celebration of the city and its constituent parts. Through controls, such as the application and vetting processes, the Council should be able to ensure that the approaches and messages of funded activities are inclusive and positive.
- 9.2 Engagement with stakeholders (as outlined in paragraphs 3.2 and 4.10) has supported the development of the outline programme.

Council Priorities

- 9.3 The Edinburgh 900 programme meets the priorities set out in:
- 9.3.1 The Citywide Culture Strategy 2023-2030 (Developing and promoting local access to culture for residents, Supporting its creatives, and Celebrating its diversity);
- 9.3.2 The 20-Minute Neighbourhood Strategy (Hyperlocal services and facilities to residents within their neighbourhood, which includes cultural provision); and
- 9.3.3 The Equality and Diversity Framework 2021 to 2025 (Building inclusive communities; Recognising and celebrating BAME and protected characteristic communities within the city and their history).
- 9.4 By bringing community heritage organisations and identity-based communities together to produce events within their neighbourhoods, Edinburgh 900 aims to tell both old stories in new ways and new stories in traditional ways to reach audiences that do not typically see themselves within the city's history. Holding heritage-focused events within neighbourhoods and not just the city centre will promote a sense of place and community and connect residents to local heritage organisations that can become nearby sources of ongoing culture and wellbeing.
- 9.5 In funding civic events across the city with partners, the aim is to promote Edinburgh as a world-leading cultural capital and strengthen partnerships in the city's cultural ecology.

Risks

- 9.6 The key risks to the Council for the Edinburgh 900 programme are as follows:
- 9.6.1 Reputational loss from inappropriate activities and events using the logo;
- 9.6.2 Reputational loss from partners or the Council not delivering the activities promised;
- 9.6.3 Legal complications from a mismanaged procurement exercise; and
- 9.6.4 Financial risk of overspending due to unforeseen issues or complications.

A programme risk register has been developed, with appropriate governance to ensure escalation (if required).

10. Background reading/external references

10.1 None.

11. Appendices

Appendix 1 - Edinburgh 900 Programme Themes

Appendix 2 - Edinburgh 900 Identity and Logo Guidelines

Appendix 3 – Terms of Reference for the Edinburgh 900 Programme Board



Edinburgh 900



Programme Themes



10 Themes

- **City of David** - Burghs of Edinburgh, Royal Connections, Municipal Government, Capital City
- **City of Faith** – Different Faiths within the city, Religious Buildings, Congregations
- **City of Commerce** - Merchants, Baltic Sea Trade, Global Connections
- **City of Industry** - Incorporations of Trade, Industrial Revolution,
- **City of Conflict** – Military Connections, Reformation / Marian Civil War, Civil Protests, Riots
- **City of Finance** – Coinage / Royal Mint, Banks, Colonialism
- **City of Ideas** - Enlightenment, New Town, Innovation / Discoveries, Universities / Education
- **City of Leisure** - Tourism, Parks, Sports, Railways, Hotels
- **City of Celebration** - Festival, Fringe, Other Annual Events
- **City of Diversity** - Immigration Past & Present, Edinburgh Residents Today, 2050 City Vision

Events

- Themes are deliberately broad with flexible dating
 - Potential to include modern elements – e.g. current faiths in Edinburgh in City of Faith, sister cities in City of Commerce, SMEs in City of Industry, tech sector in City of Ideas
 - Each theme would have at least one event linked to it but possibly more
- Each event would have a lead stakeholder to run it
 - Linked together via central creative and technical direction (tbd)
- Variety of possible formats
 - Outdoor projections work well but need to be in Autumn / Winter
 - Possibility of outdoor events, concerts, AR exhibition, computer games etc. – strong creative interest

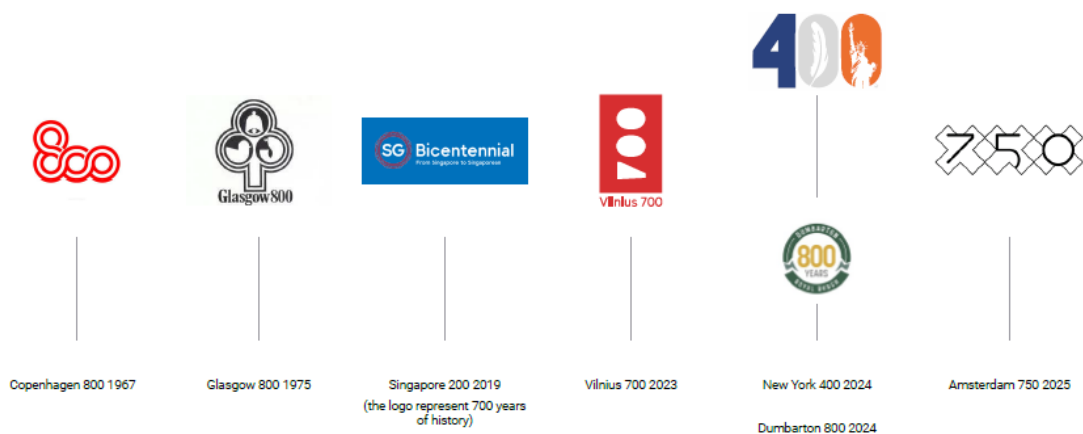
Edinburgh 900 mark

A mark for Edinburgh institutions, attractions and community groups to use to associate upcoming events, exhibitions and activities with the celebration of Edinburgh's 900th year since being awarded the status of Royal Burgh.

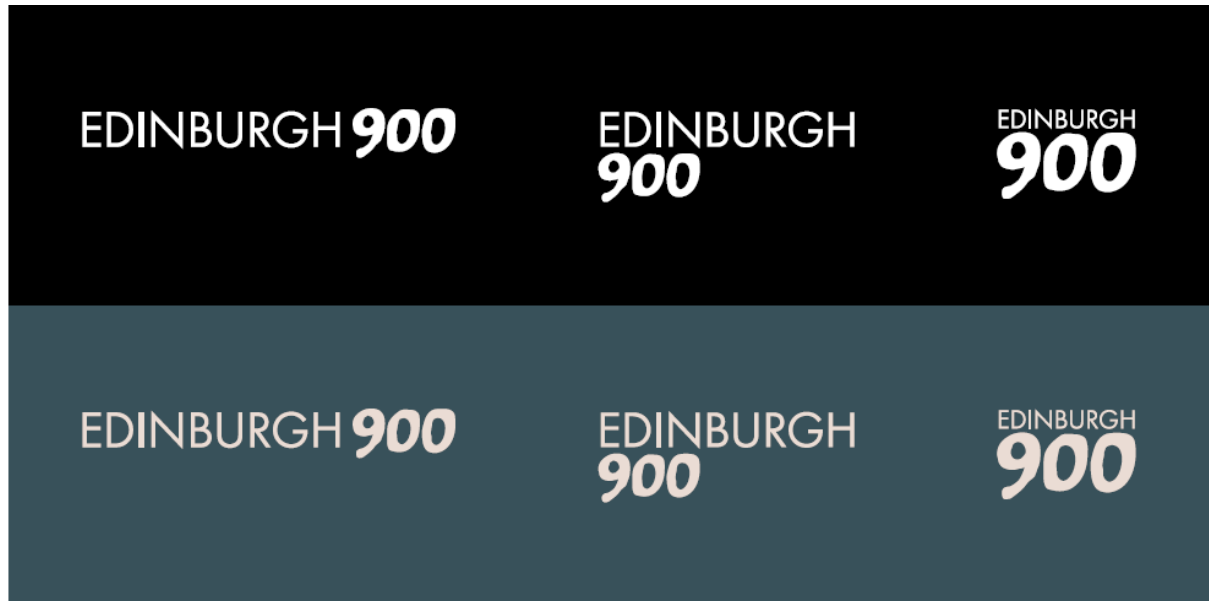
Takeouts from the brief

1. Develop a mark for the 900th anniversary of Edinburgh as a city.
2. Creatively, the mark needs to visually span the 900 years, carrying a sense of our historic roots while acknowledging that Edinburgh is a bold, modern international city.
3. This is a mark intended to be combined with participating partners and community groups - this is to be a key factor in the designs presented.
4. A creative approach for Edinburgh 900 campaign activity will also be developed.

Research of other city centennials



EDINBURGH 900



Colour Palette



Secondary colours for 10 themes



Edinburgh 900 Programme Implementation Board - Terms of Reference

Purpose

The Edinburgh 900 Programme Implementation Board will monitor, review and oversee the progress of the Council's contribution to the Edinburgh 900 programme based on the budget agreed by Full Council.

The board will review and approve applications for partner and community events to use the official programme branding and be advertised on the programme's website.

The board will review and approve applications for partner civic, community and school event funding.

Key Objectives

The Edinburgh 900 programme's objectives are to:

- Improve civic and community pride by celebrating local heritage and community spaces alongside Edinburgh's iconic city centre.
- Raise the profile of the City Collections to residents and visitors through innovative and creative use of the city's public spaces.
- Promote partnerships between the Council heritage services, major stakeholders, local creatives, schools, and community groups.
- Enhance the resilience and diversity of the city's community heritage groups by encouraging attendance at local events, membership and volunteering.

Keeping within the programme budget, the board will support these objectives by:

- Reviewing the progress of the programme workstreams against the overall project plan
 - Governance and Budget
 - External Funding
 - Communications and Promotion
 - Procurement for Council events
 - Web development
 - Partner and Community Event Support
 - Programme evaluations and feedback
- Identifying and coordinating necessary Council staff and resource requirements
- Providing sign-off on programme key milestones
- Monitoring project risks and overseeing appropriate mitigation
- Identifying issues for escalation to CLT or Committee
- Reviewing the programme budget
- Ensuring the impact of the programme is captured via appropriate post-event evaluation

Membership

Membership of the board will consist of the following Council officers. Where they cannot attend, they should delegate to an appropriate member of their service.

Name	Position
Joan Parr	Director of Culture and Wellbeing (Chair)
Karl Chapman	Head of Service - Heritage, Cultural Venues, Museums and Galleries
Evelyn Kilmurry	Head of Libraries, Sport and Wellbeing
Lindsay Robertson	Head of Culture Strategy and Partnership
Kevin Wilbraham	Information Governance Manager
Iain Shaw	Principal Accountant
Norma Cuthbertson	Executive Assistant to Lord Provost
Nathan Lockwood	Media and Social Media Officer
Martin Hutchison	Strategic Development Officer, Creative Learning
Elin Williamson	Head of Business Growth and Inclusion
David Waddell	Senior Culture and Events Officer

* Legal, licensing, planning, procurement and sustainability issues will be identified in advance of each meeting and relevant attendees for these issues will be agreed as required.

Accountability:

- The Chair will be responsible for the reporting of progress and escalation of issues to CLT and any relevant Committees, including but not limited to:
 - Culture and Communities Committee
 - Finance and Resource Committee
 - Full Council
- The Chair will be accountable for the delivery of the programme as the senior responsible officer.

Working methods

Meetings

- The Director of Culture and Wellbeing will chair the meeting and the Information Governance Manager will act as Clerk
- The Board will meet on a three-weekly basis but the Chair can revise this frequency at their discretion
- The agenda will follow set items, focusing discussions on immediate issues and risks affecting the progress of the implementation programme (*see proposed agenda template attached*)
- The Director of Culture and Wellbeing's Executive Assistant will provide administrative support for the Board, including:
 - Arranging and diarising of all meetings
 - Production of the Agenda
 - Distribution of any relevant supporting papers
- The Business Support service will provide an officer to take and produce notes and actions
- The Information Governance Unit will provide a project officer to develop, maintain and report on the programme's implementation plan
- The Board may on occasion invite non-members to attend to offer supporting information or to present on particular agenda items

Delegation

- The Board can decide to create sub-groups of Council officers to focus on delivery of different aspects of the programme. These will report to the Board as required by the Chair.

Procurement

- The Board will ensure that all provisions in terms of the Contract Standing Orders are fully complied with throughout procurement of the Council's civic events.

Partner and Community Event Vetting and Funding

- The Board will ensure that all vetting and funding decisions made in relation to partner and community events are in line with the programme's objectives and any additional criteria adopted by the Board.

Edinburgh 900 Programme Implementation Board Meeting

Agenda

DATE, TIME, VENUE

1. Welcome and apologies
2. Issues outstanding from previous meeting
3. Review workstream updates
 - Governance and Budget
 - External Funding
 - Communications and Promotion
 - Procurement for Council events
 - Web development
 - Partner and Community Event Support
 - Programme evaluations and feedback
4. Budget update
5. Resourcing
6. Risk Management
7. AOCB