

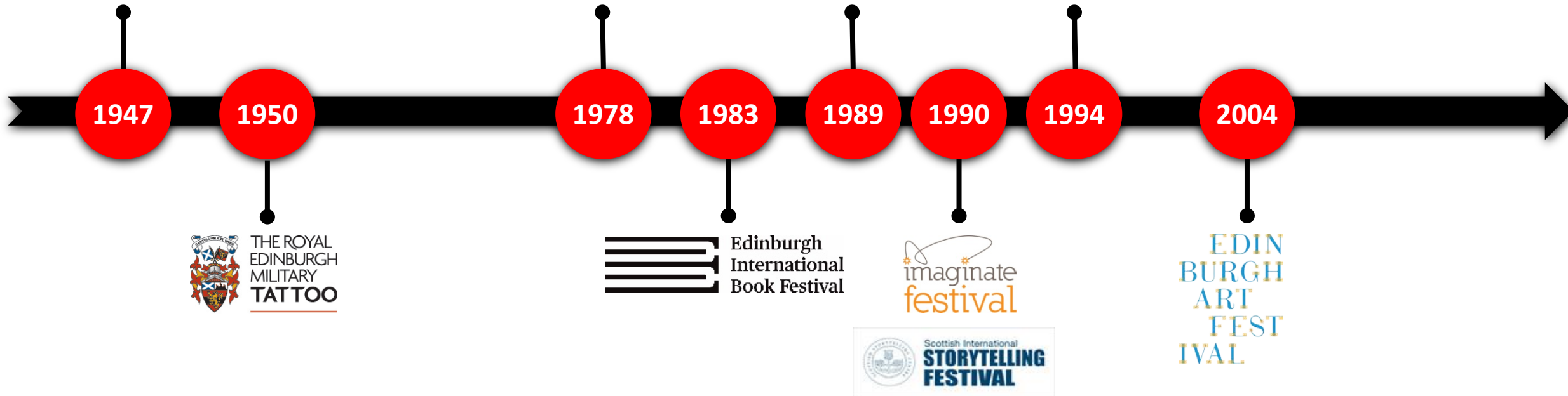
Edinburgh's Festivals: A Collaborative Story



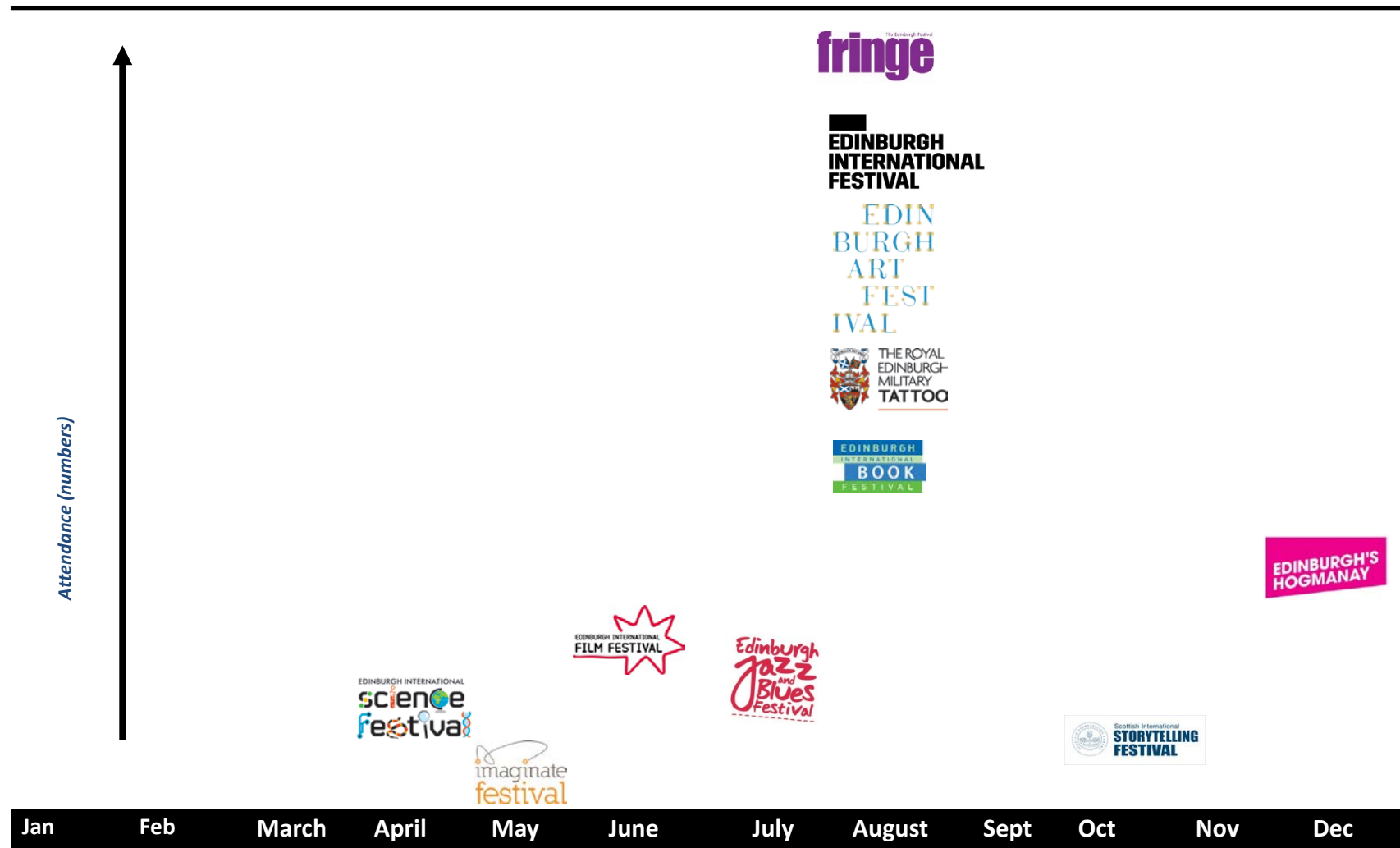
Edinburgh – The Festival City



Festivals Evolution



Diverse Cluster



Strategic Collaboration



Mutual Benefits



Shared Vision



Edinburgh Festivals: Thundering Hooves 2.0

A Ten Year Strategy to
Sustain the Success of
Edinburgh's Festivals

May 2015



Key Themes

- The Festival City
- Deep & Wide Engagement
- National & Global Positioning
- Digital Ways & Means
- Investment & Enterprise

Co-production



The Edinburgh Cultural Promise:

- To articulate the **impact and value of culture** and the case for maximum support;
- To **enable cultural provision and cultural venues to thrive** throughout the year, beyond festival seasons
- To support **greater partnership working** including bringing arts to new places and encouraging local production and presentation
- To ensure that everyone has **access to world-class cultural provision**, working across youth, health and social care services and with voluntary initiatives
- To **invest in artists' development** and support and sustain local networks to strengthen the artistic community



Example of EAF community outreach



Engaging Citizen Champions



Thank you

