



HOME GAME

LEITH THEATRE
7 OCTOBER 2026

IN ASSOCIATION WITH



ALSO SUPPORTED BY



PROUDLY SUPPORTING



WELCOME

Sometimes in your working life you just get to do cool stuff. And today is one of those times. It gives me and the whole team a huge amount of pleasure to welcome you to HomeGame 6 here at the best venue in the world – Leith Theatre.

As you’ve no doubt worked out, today is going to be an unconventional kind of day. You’re part of a live experiment designed to find out whether generic AI tools can reliably help the person in the street navigate their finances, and if not then how far behind the reference standard tools used by financial planners right now they are. We’re very grateful to

Saturn for putting on their brave pants and being that reference tool today.

The ‘advice’ you get given at your tables – under the Highheidysins’ watchful eyes – will be one of three things. It’ll be consistently good, consistently bad, or not consistent at all. We’ll find out, and we’ll talk about what that means. Along the way, you may notice some people observing the day; these are academics from Edinburgh University Business School who are pretty interested in what happens here today. And of course for a break from AI we are very proud to welcome Hollie Davidson, the trailblazing rugby referee, as our keynote speaker.



You’re part of a live experiment designed to find out whether generic AI tools can reliably help the person in the street

WELCOME



One of the things we knew we had to do when it became clear we could do HomeGame 6 at Leith Theatre was to keep everything as local as we could.

Lots more of that to come. But just as importantly as what, is where; I have always loved Leith Theatre ever since I stood in here as a young kid.

Creating events that are site-specific and – hopefully – memorable is exactly what I think the lang cat should be doing, and having the chance to do it here today makes me incredibly happy, not that you'll be able to tell by looking at me. Events are stressful, you know.

One of the things we knew we had to do when it became clear we could do HomeGame

6 at Leith Theatre was to keep everything as local as we could. Our office, The Lang Cat Port Authority, is 482 metres away. Much of the drink comes from Lind and Lime, which is 321 metres away. Our catering has to come a bit further; their home base on Jane Street is a heady 965 metres. We're not counting event miles today, we're counting event metres. Aberdeen, our headline sponsor, is just up the road. Even the playlist you're listening to as you read this is made up entirely of bands who have played Leith Theatre in the last few years. You're in our house now, and we'll look after you.

Enough from me.

Welcome to our home.
Welcome to Leith. Welcome to HomeGame 6.

Enjoy the day

Mark Polson

Chief exec
and founder
of the lang cat



AGENDA

10.57am

TAKE YOUR SEATS

11.00am

EVENT BEGINS

11.10am

WELCOME

How this will work
+ intro to Saturn tool

11.50am

AI LAB: ROUND 1

12.20pm

AI LAB: ROUND 2

12.45pm

LEITH THEATRE:
WHY WE'RE HERE

12.55pm

LUNCH

1.55pm

WELCOME BACK
/ AI LAB: ROUND 3

2.30pm

MAKING AI SWEAT:
PANEL

3.05pm

AFTERNOON BREAK

3.40pm

KEYNOTE:
HOLLIE DAVIDSON

4.20pm

PLAYBACK / CLOSE

5pm - 6pm

DRINKS AND NIBBLES



Free Dedicated WiFi

Network: HomeGame6

No password required

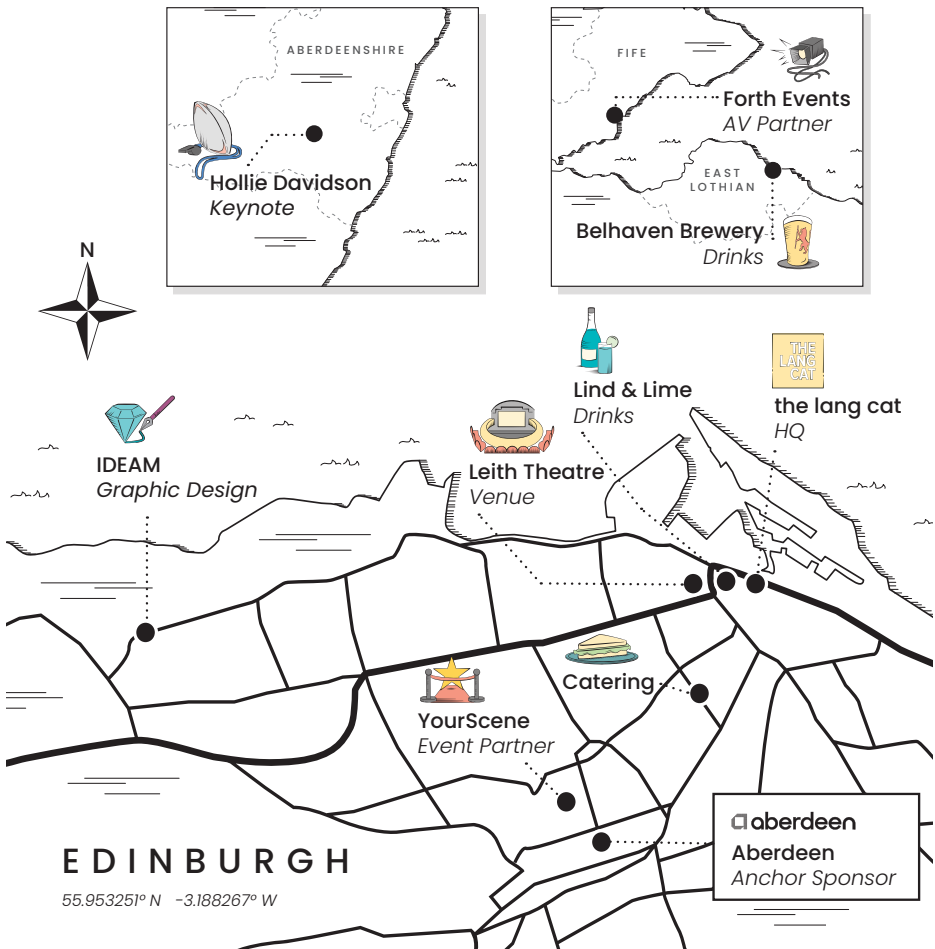


Use this QR code to
take part in votes
and participate
during the day.

HOME TEAM

As we've invited everyone to Leith, we wanted to share the best of the area with you.

We've made sure that our main suppliers are as local as possible:



CHARITY PARTNER



Donate to
SAMARITANS

Our charity partner for this event is The Samaritans. They are a cause close to many of our hearts here at the lang cat and we'd like to encourage as many donations of extreme generosity as possible.

The QR code below (and on your badge) will lead you to the JustGiving page. Please do give generously, we'd like to beat our total from last year...

GET SOME LANG CAT IN YOUR LIFE

In the advice profession and want to join over 1,700 of your peers on the lang cat panel? All voices from all roles welcome. We run on average one research study a month, no obligation to take part in any given study. Pick the ones that interest you and get all the peer-insight in return.



Just scan the QR code and join the fastest growing insight community in the sector.

Work for a provider and want some of that sweet, sweet insight instead? Become a subscriber to our material.

Email steven@thelangcat.co.uk for details.

A LIVE FIELD STUDY OF AI-GENERATED FINANCIAL RECOMMENDATIONS

BACKGROUND

The advice profession is facing a specific and, we think, under-examined question. Consumers are already using general-purpose AI tools to seek financial guidance, both as a substitute for professional advice and as a way of interrogating advice they have already received. At the same time, the direct-to-consumer (D2C) investment market is growing quickly, historically alongside but increasingly ahead of the advised market.

What is not well understood is the quality and consistency of the financial recommendations that general AI tools produce when used by non-expert consumers, and how that output compares with recommendations produced by financial planning professionals using specialist, adviser-grade AI tools working from the same underlying data.

THE RESEARCH OPPORTUNITY

HomeGame 6 includes a live, large-scale exercise designed specifically to generate a structured, comparable dataset addressing this question, in front of an audience of several hundred financial advice professionals.

STUDY DESIGN

The exercise is structured as a controlled comparison rather than a single demonstration.

1 Common dataset

Approximately 30 tables of delegates are each given the same underlying client scenario: a description of one individual's financial circumstances, written the way a real client would describe their own situation, partial, informal, and incomplete in the way real client information usually is.

2 Independent variable: the prompting, not the data

Each table has access to a general-purpose generative AI tool and is asked to act as that client, using AI to work out their own recommended next actions. Because the underlying data is fixed and identical across tables, any variation in the tables' outputs is attributable to differences in how each group prompts and interprets the AI tool, rather than to differences in the underlying information.

3 Staged information release

Additional pieces of client information are released to all tables at set points during the session (in practice, via sealed envelopes), mirroring the way a real fact-find or advice process surfaces information over time. This allows us to observe how each table's use of AI adapts as the picture becomes fuller.

4 Professional benchmark

In parallel, a separate group of practising financial planners works through the same scenario and the same staged information, using a specialist adviser-grade AI tool (Saturn) rather than a general-purpose one. This group is asked to reach a consensus recommendation, providing a professional benchmark against which the table outputs can be assessed.

A LIVE FIELD STUDY OF AI-GENERATED FINANCIAL RECOMMENDATIONS

5 Common endpoints

All groups are asked to produce a final AI-generated summary and set of recommended actions, prompted at the same points in the session, from the same final dataset.

6 Facilitation and observation

Each table has a briefed facilitator to keep the exercise on track. A roving camera and production team capture table-level activity throughout, feeding live to the main screen, and a presenter host draws out observations from a professional advice panel watching in real time.

The result is roughly 30 to 35 parallel exercises, run from identical data, at the same time, with the prompting approach as the only substantive variable, plus one professional benchmark run. We believe this is an unusually clean setup for comparing AI-generated financial recommendations.

NEXT STEPS

Post-event analysis of the dataset, leading to a co-authored paper or report on the consistency and quality of AI-generated financial recommendations, and on the gap (if any) between consumer and professional use of AI in this context.

OUR KEYNOTE SPEAKER

Hollie Davidson is a Scottish professional rugby union referee contracted to the Scottish Rugby Union, and one of the most groundbreaking officials in the sport's history.



A former Scotland Under-20 player who studied economic history at the University of Edinburgh before spending two years in banking which she gave up in 2017 to become Scotland's first full-time professional female referee.

Her list of firsts continues to grow. In November 2025 she became the first woman to referee an All Blacks test match, refereeing Wales vs New Zealand in Cardiff. On 14 February 2026, she became the first woman to referee a Six Nations men's match, taking charge of Ireland v Italy in Dublin, and on 18 April 2026 she became the first woman to referee a Top 14 match,

between Clermont-Auvergne and Lyon. She has also refereed two Women's Rugby World Cup finals (2021 and 2025) — a feat matched only by South Africa's André Watson — and in 2025 was inducted into the Scottish Rugby Hall of Fame, the same year she was named World Rugby Referee of the Year.

Now firmly established as one of the game's most respected officials, Davidson continues to break new ground with every appointment, cementing her place as one of rugby's most influential figures on and off the pitch.



@holliedave



Hollie Davidson

OUR VENUE HISTORY

The Leith Theatre complex was a gift from the City of Edinburgh following amalgamation of the borough of Leith into Edinburgh in 1920. Building works began in 1929 and the complex, including the library, the Thomas Morton Hall and the Main Auditorium opened in 1932.

During the Second World War in 1941, a bomb intended for the Clyde damaged the Main Auditorium. That side of the complex remained dormant for the following two decades. In 1961, the theatre re-opened its doors. The Main Auditorium was used by opera groups, schools,

for political rallies and even served as the venue for the weight-lifting tournament in the 1972 Commonwealth Games. The 1970s brought a wave of iconic artists and bands into the building, including AC/DC, Thin Lizzy, Dr. Feelgood, Kraftwerk (and The Wombles).



OUR VENUE HISTORY



In 1988, Leith Theatre's doors closed to the public.

A threat of residential redevelopment on the building sparked a community group to take action in 2004. This group became the Leith Theatre Trust. The years since have seen the return of EIF, FLY Club Nights, Neu! Reekie!, B2 Theatre Company, The MGA Academy of Performing Arts, EH6 Festival and more. Added to the list of artist alumni are Kae Tempest, Neneh Cherry, Gerry Cinnamon, Jarvis Cocker, Teenage Fanclub, The Fratellis, The Snuts and Young Fathers amongst many others.

The COVID-19 pandemic saw the theatre close its doors to the public again in March 2020. The Main Auditorium, unable to hold the 1500-strong audience that it's used to, has become a highly sought-after filming location in Edinburgh.

Following years of behind the scenes work in 2026, it secured the promise of £5m for a capital project through Edinburgh's brand new Visitor Levy from the council, giving real momentum to plans to reopen Leith Theatre as permanent year-round venue.

Find out more:
www.leiththeatre.co.uk