

CITY DEVELOPMENT  
TRANSPORT

**Date:** 22 April 2009

**Your Ref:**

**Our Ref:** SS1.1

**Corr No:** [REDACTED]

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]  
Dear [REDACTED]

**Tram works on Princes Street, Edinburgh**

I refer to your letter dated 31 March 2009 regarding your client [REDACTED] and their current trading situation.

I acknowledge the current position your client finds themselves in during this current phase of the Edinburgh Tram Project works; but disagree that these works constitute a nuisance in law. I am concerned that you believe that the tram construction work is directly responsible for the loss, particularly given the current global economic conditions that are affecting all cities across the UK.

I note that you recognise that the Council is undertaking the tram works under statutory powers.

You refer to the serious disruption by the closure of Princes Street and a drop of [REDACTED] for the year (to January 2009); however the Princes Street diversion was not implemented until 21 February 2009. Up until that point, Princes Street remained a public transport corridor limited to buses, taxis and cycles (as it has been for many years). I can confirm that the Princes Street diversion was successfully introduced enabling the construction of the tram to progress after several months of careful traffic management planning involving 1200 hours of modelling work. When it was successfully implemented there were no significant delays reported.

The investment in trams and other public transport initiatives is a crucial element of the Edinburgh's transport strategy going forward. Over the next ten years the Capital's population is expected to grow and the existing road infrastructure is not equipped to handle this level of growth in population (and associated demand for transport) without a fundamental change in our approach to public transport provision.

Much of/

**DAVE ANDERSON**  
DIRECTOR

City Chambers, High Street, Edinburgh EH1 1YJ



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Much of the expected growth outlined above will be in the north and west of the city and the initial tram routes have been developed with this in mind. We have benchmarked tram projects all over Europe and have found that trams are the most effective form of public transport medium which reliably stimulates movement away from private car usage. The Edinburgh tram will have a passenger carrying capacity of around 250, which is four times that of a bus.

The ride quality and smoothness of acceleration and braking is exceptional and I believe it will deliver fast, safe transit across the city. It also delivers environmental benefits with zero on-street emissions. Experience from other cities (and feedback from investors considering or already committed to Edinburgh) strongly suggests that it will also benefit our economy.

A new company Transport Edinburgh Limited (TEL) has been formed which will be responsible for managing the operation of both Lothian Buses and the Edinburgh trams. This will mean that all public transport users in Edinburgh should benefit from an integrated approach to route planning, through ticketing and timetabling etc. Whilst some passengers may be some distance away from a tram stop, they will still benefit from a much more integrated public transport network. The initial tram routes are also targeted at areas where large numbers of people require travel options for residential, leisure and business purposes. These include Edinburgh Airport, the expanding residential areas of North Edinburgh, the Gyle, City Centre and Ocean Terminal shopping areas, the major sports venues (Murrayfield stadium, Tynecastle via Haymarket and Easter Road via McDonald Road and Balfour Street) plus the business districts at Gogar, Edinburgh Park and north Edinburgh.

I can confirm that an extensive marketing and communications campaign has been implemented to coincide with the works to inform citizens that Edinburgh is accessible and open for business. When undertaking the campaign, the Council must take a balanced approach and also provide Best Value for the public funding. That funding is not unlimited and it is often necessary to prioritise it.

The following is a list of what the Council or **the Ltd** has done, or is planned over the coming months to further encourage the public to the City Centre.

- Parking promotion planned in the next few months, promoting car parks and on-street parking around the city
- Variable Message Signs have been changed to promote the City Centre
- Hoarding signage has been strategically placed to promote the City Centre and location of shops and businesses
- Tram mock-up was located on Princes Street outside Jenners. A total of 73,000 visitors attended that exhibition
- PR for Princes Street (see below)
- Footfall - comparative figures have been published in media with a year on year comparison

A communications campaign has been implemented to notify people of the relocated bus stops and to emphasise that the city is still open and accessible to all. This included a major media campaign utilising print, radio and broadcast media as well as the web. In addition, the following promotional activities were undertaken:

- 120,000 leaflets were distributed to libraries, shopping centres, shops, schools, community centres and handed out on-street
- Printed adverts placed in the Evening News, Metro and Lothian regional newspapers
- A two week advertising campaign ran on Radio Forth and Galaxy FM
- Poster sites in Waverley Station
- 'Ad bikes' toured the City Centre for three days
- 30 Adshel bus shelters are providing the message that Edinburgh is still open and accessible to all.

An Open for Business marketing campaign has also been implemented that will contribute to attracting people to Edinburgh. Activities include:

- A new shopping website ([www.edinburghshopper.com](http://www.edinburghshopper.com)) was launched on 18 March 2009
- The List Independent Shopping Guide. This will be released in April and retailers have had the opportunity to participate
- Lifestyle/Shopping magazine (called EH Living). The magazine inserts will be included in the Evening News, and door-to-door delivery is being pursued.
- Radio adverts and competitions on Radio Forth

Consideration is being given to continuing the tram construction works on Princes Street in August during the Festival period. A tram update report is being considered at the Council meeting on 30 April 2009. That report will be available to download from the Council's website at the following link [www.edinburgh.gov.uk/cpol/Link/index.html](http://www.edinburgh.gov.uk/cpol/Link/index.html)

With regard to the reduction in business rates, I can confirm that your client must take this up directly with the Assessor. I have noted below the contact details.

The Assessor and Electoral Registration Officer  
17a South Gyle Crescent  
Edinburgh  
EH12 9FL

Bearing the above in mind, I am therefore of the view that the Council has taken all reasonable steps to mitigate the impact of the ongoing tram works.

I hope that this is of assistance. Should you require any further information please contact Andy Conway on 0131 [REDACTED]

Yours sincerely

[REDACTED]  
**Marshall Poulton**  
**Head of Transport**