
From: Leanne Maberley
Sent: 02 May 2008 12:52
To: Phil Wheeler ; Tom Buchanan; Jenny Dawe; Angela Blacklock; Deidre Brock; Maggie Chapman; Louise Lang; Rob Munn; Gordon Munro; Marjorie Thomas
Cc: John Jenkins; Marshall Poulton; Duncan Fraser; Lynn McMath; Vicki Mowat; Fiona Borland; Shona Cameron; Isabell Reid; nigel duncan; Mike Connelly; anything@themillwarehouse.co.uk; Dave Anderson; Colin McLauchlan; Andy Conway; Donald McGougan; Andy Nichol; Amanda McNally; Michael O'Rourke
Subject: Trams - Leith update
Attachments: Update 5 Constitution Street Phase 2 FINAL.pdf; Update 6 - Leith Walk FINAL.pdf

Dear Councillor

This email summarises current tram activity in and for the Leith area.

Actions following the Leith Walk and Constitution Street Traders' Association Meeting

As you will be aware, Councillors and Council staff were present at this meeting. A full note was taken of the issues raised and senior staff have been briefed. I am aware that Councillors have also been raising the points made too. There is to be a meeting next week between senior staff and senior politicians to examine and address the key points raised, namely: communication, access across/through sites, business rates, financial support, condition of work sites, parking and permits for tables and chairs. We should be able to update you next week on outcomes.

Leith Walk MUDFA

Attached is an update showing the upcoming schedule of works .

Constitution Street Phase 2

Also attached is an update of the local Constitution Street area. This is in advance of phase 2 starting next Monday, 5 May. These are open sites where traffic and local access is maintained. These works do not impact on the existing traffic management measures.

Open for Business Marketing Campaign

There is a meeting on 14 June between the 'Open for Business' marketing group and Gordon Burgess, chair of the new Association and owner of the Bed Shop, Tony Crolla of Vittorias Restaurant and the FSB. At this we will discuss marketing options for Leith. Already the below activities are in place and other ideas are in action discussion and planning.

Evening News Leith supplement:

This 4 page pull-out will run on 21 May and will focus primarily on Leith. Content is shown below. We will also have a full page pre-promo in the Evening News Guide the week before and one quarter page ad in the main paper. Plus, the whole supplement will be uploaded to the Scotsman.com site with links to our sites.

Page 1 - We Love Leith - festival focus - all content will come from the Festival

Page 2 - About Leith - the area, the people, the history

Page 3 - Retail Focus - where to eat, shop, drink

Page 4 - Getting there, getting around, parking, OFB messages

Each page will have a strip ad along the bottom with OFB logo and web address

Radio Forth

Split into two separate promotions as follows:

Leith

27th May: Pre-promotes for festival from 27th May with We Love Leith messaging.

- 2 - 6 June: Promotion from focusing on local cafes & restaurants with prizes each day
- 7 June: Roadshow from the Gala day on the from Leith Links

Summer In The City

16th -20th June - Focus on a different area of the city every day with promotions and drivers into each area, talk ups for different retailers and events. Full content TBC.

Shopping guide

We have now received all pitch submissions for this and are currently reviewing them. We will pick the best three to take forward to a meeting to pin down the best ideas.

Regards

Leanne

Leanne Maberley | Client Manager (City Development) | Communications Service | The City of Edinburgh Council | Waverley Court, Level 2/2, 4 East Market Street, Edinburgh, EH8 8BG | Tel [REDACTED] | Fax [REDACTED] | leanne.maberley@edinburgh.gov.uk | www.edinburgh.gov.uk

The new official Edinburgh City Region website www.edinburgh-inspiringcapital.com is now live. Find out all you need to know about living, investing, visiting and studying in the area.

For information on Edinburgh's forthcoming tram network see www.transforesedinburgh.com

For news, views and statistics about Edinburgh's economy see www.capitalreview.co.uk