

From: **David Rule** <David.Rule@edinburgh.gov.uk>
Date: 18 December 2012 at 14:46
Subject: West End Signage
To:
Cc: Greg Ward <Greg.Ward@edinburgh.gov.uk>, ruth@souniq.co.uk

Hi all,

Over the next few days, along the Heras fencing in Shandwick Place & West Maitland Street, you will notice a new set of generic signage being put up. As previously discussed and agreed we are going to create one promotional sign that has one brand, one message and one image.

A small group of traders have spent a good deal of time considering both the design and message of the new promotional signs for the West End. The signs are a great opportunity for us to pull both the West End brand that was agreed and created with 60Watt in May this year and the previously established West End Village brand together and develop them in to one brand. It is really important that the West End has a brand that is recognisable and one that attracts people to the area.

We spent a lot of time researching other cities and town centre straplines and promotion. The challenge we face in Edinburgh and the West End is similar to that of Durham when it comes to branding and creating a message. We have a strong history and heritage while being a very modern, cosmopolitan city and the task is to strike a balance between these two.

Here are some examples of town and city straplines that currently exist: -

- Dundee – One city, many discoveries
- Glasgow - Glasgow's cultural, fashion and food quarter.
- Bath – a world heritage city
- Quarter Mile Edinburgh – Time to live
- Canterbury – Visit Canterbury
- York – entirely historically focused
- Oxford – The city of dreaming spires
- Cambridge – Visit Cambridge and beyond
- Bath – relax in one of the world's most beautiful cities
- Perth – Visit Perth and see for yourself
- London West End – Like nowhere else

That gives you an idea of what other cities and towns have as a message.

In terms of the West End brand I know from conversations I have had, that what many of you want is to get across is the independent, unique, bespoke and boutique culture and offering the West End has. Working on this basis I have come up with two messages both of which will feature on the sign. The first one is: -

“Discover the West End”

And the second is

“Personal, individual, one of a kind”

The first message, *Discover the West End*, is really aimed at West End residents, employees and Edinburgh residents. I believe these are the people who give you your everyday sales and the people we should be targeting. The feedback from my team, all Edinburgh residents, is that this grabs their attention and makes them curious to find out what is different about the West End. From my conversations with friends, colleagues, shoppers in the area the one common message and theme was “I used to go to the West End but I don’t really know what’s there any more”. So with this message I hope we can encourage them to *rediscover* the West End and all it has to offer.

The second message, *“Personal, individual, one of a kind”*, is to promote the independent and unique nature of the West End and its offering. It’s a statement that is relevant to all of you and one we can build on in terms of creating that personal brand and character in the marketing of the West End.

Your feedback on the signs is welcomed and I look forward to seeing the first set in place over the next few days.

Kind Regards,

Ruth McKay

David Rule | Town Centre Co-ordinator - West End | Physical Development Support | Economic Development Unit | City Development | The City of Edinburgh Council | Level G1, Waverley Court | 4 East Market Street | Edinburgh | EH8 8BG | ☎ 0131 529 3201 | david.rule@edinburgh.gov.uk | edinburghinspiringcapital.com

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