

19th April 2012

West End Traders, Open for Business Update/Directional Signage

Dear Trader,

We wrote to you in February to invite you to a meeting of West End Traders. Following on from this meeting we set up the West End Focus Group and West End Delivery Group. We're keen to let you know about some of the work that has been undertaken by these groups in the past couple of months to mitigate the impact of tram works in the West End.

As a key stakeholder we would like to invite you to a meeting at **St George's West Church, 58 Shandwick Place, Edinburgh, EH2 4RT on Tuesday 15th May at 6.30pm** to provide you with an update on the plans for the area under the 'Open For Business' budget as well as an update on the Edinburgh Tram project.

Through our work with the West End Focus Group and Delivery Group we are currently in the process of taking forward a number of actions relating to issues which have been raised by businesses in the West End. You may be aware we are producing a West End Passport which will feature details of businesses in the area and Marketing Edinburgh has also put together a plan for marketing and promotion of the area to help drive footfall for the period up to the end of July 2012. We will be providing more detail on this at the meeting.

With regards to directional signage on the construction works fence-line we would like to trial a scheme to ensure that signage is erected in a way that adheres to health and safety guidelines and local by-laws. The scheme would allow allocated pieces of construction fencing to be used for directional signage. If this scheme is successful it may be introduced across other tram related work sites in the city.

Any signage would need to be produced by individual businesses in line with the protocol and specification sheet attached – it would also need to be approved and erected by Edinburgh Trams. If you are interested in taking part in the directional signage scheme please complete the attached pro forma and email it to Caroline Trainer before producing any artwork.

If you would like to confirm your attendance at the meeting on Tuesday 15th May please email Caroline Trainer caroline.trainer@edinburghtrams.com.

Please / ...

Please find enclosed a copy of the pro forma, protocol and specification sheet containing more details on the directional signage scheme.

I look forward to seeing you on 15th May.



Dave Anderson
Director of City Development