

**EDINBURGH TRAM INTERNAL PLANNING GROUP**

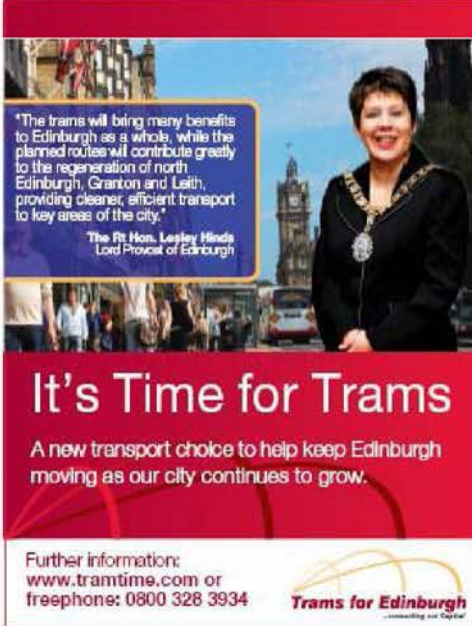
**AGENDA**

**23 November 2006**

- |   |                                 |    |
|---|---------------------------------|----|
| 1 | Apologies                       | -  |
| 2 | Action Note of Previous Meeting | TA |
| 3 | Matters Arising                 | TA |
| 4 | Communications Plan             |    |
| 5 | AOB                             |    |



**Trams for Edinburgh**  
..connecting our Capital




"The trams will bring many benefits to Edinburgh as a whole, while the planned routes will contribute greatly to the regeneration of north Edinburgh, Granton and Leith, providing cleaner, efficient transport to key areas of the city."

The Rt Hon. Lesley Hindle  
Lord Provost of Edinburgh

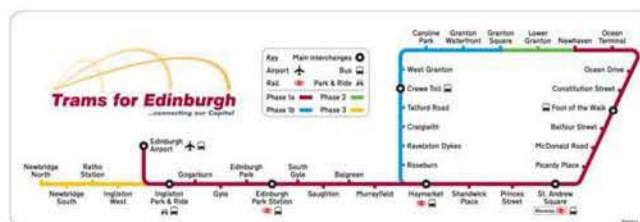
**It's Time for Trams**

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Further information:  
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# Edinburgh Tram Internal Planning Group 23 November 2006





Programme

The Council is awaiting the revised programme from tie. However it has been possible to glean some milestone dates from tie to assist the Council continuing its role in the delivery of tram approvals. These are as follows: -

		Key Milestone Events																															
ID	Task Name	2005				2006				2007				2008				2009				2010				2011				2012			
		Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
1	Approval in principle by CEC and the Scottish Executive	◆	December 2004																														
2	Parliament Approve Acts for tram line 1 and 2					◆	April 2006																										
3	Initial Business Case Approved (SE/CEC)					◆	June 2006																										
4	Mudfa Contract awarded for utility works									◆	October 2006																						
5	Tramco Tender return (rolling stock)									◆	October 2006																						
6	Modelling outputs									◆	November 2006																						
7	DFBC approval by CEC									◆	December 2006																						
8	Infraco tenders returned									◆	January 2007																						
9	Final approval of DFBC by CEC									◆	February 2007																						
10	Final approval of DFBC by Transport Scotland									◆	March 2007																						
11	Mudfa Works									March/April 2007				[Bar chart spanning from Q1 2007 to Q4 2010]																			
12	Infraco Contract													Autumn 2007				[Bar chart spanning from Q3 2007 to Q4 2010]															
13	Tram Operational (dependant on infrastructure contractor)																									◆				late 2010/early 2011			





**Issues emerging from the programme over next 3 months for CEC**

**The Business Case: -**

The Council has commenced the initial drafting of the business case report. The purpose of this is to allow early input both from the Directors of City Development and Finance. Additionally, there have been a number of useful presentations by *tie* on the business case assumptions. One outcome of this has been an internal assessment by the City Development Planners on the reasonableness of the development assumptions, particularly in Granton because of the very high dependence of revenue from fares from the new developments. The final report on the draft Final Business Case will be considered at the Council meeting on 21 December 2006.

Appendix A explains in more detail the process for preparing the report for full Council and the future arrangement to report further on 8 February 2007 (at the planned budget meeting) when the tram infrastructure (INFRACO) contract cost will be reported, prior to seeking Ministerial approval on 15 February 2007.

**Commencement of Works**

**Multi Utility Diversion Framework Agreement (Mudfa) Contract Award**

The contract was awarded to Alfred McAlpine Ltd at a sum within that budgeted in the business case (£50m). Work is planned to commence in November 2006 on the pre-construction period, when the sequence of the works will be planned and method statement prepared. Work will begin on a trial basis in March 2007 and then full scale in April, subject to the business case being approved in February.

**Entering into Contracts**

Alfred McAlpine Ltd was contractually committed at the end of October 2006 for the utility diversions. Tram vehicle (Tramco) tenders were returned at the beginning of October and are now being evaluated by *tie*.

The tram infrastructure (INFRACO) negotiation contract was issued at the end of September and will be returned on the 9 January 2007. This will enable an initial cost assessment for inclusion in the business case, which will be considered by the Council on 8 February 2007 and the Scottish Minister on 15 February 2007.

The full evaluation process will not be completed until September 2007 and will include the enmeshing of the Tram Vehicle contract.





## Variation to Funding

To date, both the Mudfa and the Tramco tenders have fallen within budget. The gateway review has however highlighted the need for some contingency planning for potential increases in tender cost for Infraco. This has resulted from a UK wide assessment of rising contract costs because of the demand being placed upon the construction industry, due to the Olympic Games infrastructure programme. In Scotland, this has already resulted in the M74 extension tender having one submission that was in excess of the budgeted estimates. It has been suggested that some financial contingency planning should be put in place by both CEC and Transport Scotland to take account of some potential increases in the budgeted figure for the capital expenditure.

## Council's Funding Contribution

At its meeting of 26th January 2006, the Council approved a package of funding totalling £45m towards the Tram Network. The contribution comprised Council land and cash, S75 contributions from developers and capital receipts.

Latest capital cost estimates from *tie* show that there is an overall funding gap, if both 1a and 1b sections are to be constructed. It has been suggested by *tie* that additional contributions from developers be used to close this gap.

In this context, it is necessary that the Council;

- Assess whether the original £45m can be achieved
- Assess any potential to increase the amount secured from developers

In addition, more information is required on the timing of the contribution to assess the impact on the Council's cash flow and any related borrowing costs.

Breakdown of original £45m reported to Council in January consisted of

- Council Cash - £2.5m
- Council Land - £6.5m
- Developers Contributions (Cash) - £10.2m
- Developers Contributions (Land) - £7.9m
- Capital Receipts (Possible JV) for Tram related sites - £5m
- Capital Receipts (Other) - £12.9





These estimates were based on the best information available at the time and it was recognised that further work would be required to confirm the exact make up of the £45m.

**Current Status of Funding Available**

Officers in City Development and Finance have reviewed the various elements making up the £45m (see Appendix D for funding position as of November 2006).

Currently, the total contribution is now estimated to be £36m. A detailed analysis of the changes is included as an appendix to this document. The main changes are as follows:

- Developers cash contributions have been revised upwards by £14.2m. This is largely due to an estimated £18m contribution from potential development at the Waterfront. It is worth noting that almost £25m of CEC’s contribution is now attributable to developers’ contributions, of which only £500,000 has been received to date.
- Developers land contributions have been revised downwards from £7.9m to £0m by the District Valuer. This is because the land is bound by the legal agreement and cannot be developed. However, as these contributions were negotiated instead of a cash contribution plus a compulsory purchase, there are arguments we can use to increase this valuation. (It should be noted that this will increase the overall project cost, but presentationally will increase CEC’s contribution to it).
- Capital Receipts from tram-related development sites have been revised downwards from £5m to £2.77m, based on valuations from the District Valuer.
- Capital Receipts have been revised from £12.9m to £0m, as specific receipts have not been ring-fenced for the tram project. Any future ring-fencing will be at the expense of the Council’s overall Capital Investment Programme.

**Next Steps**

Given that currently £45m is not being achieved, the following actions are recommended:

- Engage with the District Valuer to attribute value to the land secured from developers in lieu of a cash contribution (up to £7.9m)
- Identify ring-fenced capital receipts
- Continue to seek further contributions from developers





Further work is also required to estimate timings of receipts from developers and from land sales.

**Statutory processes**

Prior Approvals

tie has indicated that the prior approval submissions will commence in late November 2006 with a trial submission. The formal programme will then start in early January and continue through to September 2007. During this period more than 220 prior approvals will be submitted with more than 8000 drawings and 500 reports, hence the demands on transport, planning, property and legal staff will be extensive.

Charettes workshops for structures were held on 12-14 November for structures on the route. Urban design staff from the SDS office in the United States took part to add balance to the current structural engineering focus to design. The outcome will inform the tram project board as to the necessary quality of design required for the prior approvals.

Additionally, the Council is to procure a small team of architects under the guidance of Sir Terry Farrell to prepare the costed urban design proposals.

St Andrew Square is to have both platforms on the east-side. The Council has yet to agree the exact position of these stops.

Land Acquisition

The land acquisition programme (General Vesting Declaration - GVD) has been set out in a recent Executive paper. Informal letters have now been issued to property and business owners along the routes advising that the Council is preparing to use its GVD powers and that a notice will be issued at the end of November 2006. If the business case is approved then within a few weeks formal letters will be issued to formalise the GVD so that the contractor can be granted access to the land in 2007. The protocols for working arrangements between tie and CEC are almost complete after extensive input from our legal and property sections. The stream of work, including valuation, managing acquired land and businesses are set out in the programme, within appendix C

**Traffic Management**

There are two aspects to traffic management – temporary arrangements (TTROs) and the permanent impact on the road network (TROs)





The Director of CDD has intervened through the tram project board to highlight the importance of a high level of traffic management on an area wide basis, rather than just around the Mudfa works, which is the current contractual position.

As a consequence, *tie* has had an initial meeting with TEL and CEC (6 November 2006) to explore a possible concept for phasing of the works. This includes priority access for bus and taxi only working on one bus route at any time, where this is feasible and avoiding Princes Street, the west-end and Shandwick Place during the period of March to May 2007.

*tie*, in consultation with Alfred McAlpine Ltd, will prepare an initial programme and develop the mitigation measures for traffic management.

The TRO process cannot commence until the designs have been approved. Consequently the only work currently planned for TROs is the preparation of the written statement by *tie*/Dundas & Wilson in the period to March 2007.

**Policy continuity issues**

The Local Transport Strategy review has encompassed the public transport and development benefits of the proposed tram scheme in policy terms. The draft report on the LTS is in its final draft and will be considered at the next Council Executive.

**Operation within the approved Business Plan**

The Council will continue to monitor the activities of *tie* and will as required audit invoices from *tie* and authorise payments as appropriate. There is a small working group between CDD and Finance to effect this.

**Sounding Board**

The first Sounding Board with the all-party group provided an overview of the tram programme and achievements. At the next meeting on the 29 November the topic for discussion is to be the communication strategy. The following meeting on the 18 December will focus on the business case. All parties agreed that separate meetings would be held with each of the parties on the 18 December to impart this information.







## Design Development

The design has been developing and *tie* have intimated that a revised preliminary design submission for line 1 (Ocean Terminal to Haymarket) will be submitted to the Council for approval within the next few days, with the proposal to hold a further Design Approval Panels shortly thereafter.

## CEC Resources

A paper setting out the requirements for a dedicated tram team has been presented to the Heads of Transport and Planning. This report has taken account of early indications from *tie* that the prior approvals process will be submitted by *tie* from January to September 2007. The resourcing of staff is being made through a combination of back filling CEC staff, bringing in new staff resources and dedicating existing staff to meet the programme. It must be emphasised the importance of existing staff being released, some only on a part-time basis, as a matter of absolute priority, so that the Council can sustain its delivery of this compressed programme. Delays to the programme attributable to CEC would be both financially and politically challenging.

## Critical next steps:-

- McAlpine's and *tie* to develop the Mudfa programme, traffic management and method of working plans
- GVD issued to affected land owners in November 2006
- Report on the Draft Business Case to Full Council on 21 December 2006
- Report on the Final Business Case in February 2007 including financial information from the Infraco tenders
- Report on the Tramco Tenders to Council (post election date to be advised later)





## Edinburgh Tram Network Draft Final Business Case (DFBC)

### Preparation of Report to Council

tie have undertaken to supply the Council with the Draft Final Business Case by 16 November.

The following outline is being followed by tie :-

1. EXECUTIVE SUMMARY
2. INTRODUCTION
3. PROJECT DEVELOPMENT AND PHASING
4. PROJECT JUSTIFICATION
5. PROJECT SCOPE
6. GOVERNANCE
7. PROCUREMENT & IMPLEMENTATION
8. OPERATIONAL PLAN
9. FINANCIAL ANALYSIS
10. RISK MANAGEMENT
11. PROGRAMME
12. COMMUNICATIONS STRATEGY

Appendices to the FBC will comprise TEL Business Plan;

STAG2 Report; Revenue & Risk Report.

Drafts of sections 3,4,8,10 and 12 have been received.

Sections 3,4,8 and 10 have been circulated to the Director of Finance and Council Solicitor. Their comments together with those of the Transport Planning Manager have been sent to tie.

Copies of the STAG2 Report and the Revenue & Risk Report have been received. The Transport Planning Manager had previously received and commented on the STAG2 report (Scottish Transport Appraisal Guidance) which is required by Transport Scotland. The Revenue and Risk Report was not previously received in draft form from tie and has not yet been commented on.

An outline of the Report to Council for the Council Meeting on 21 December has been prepared and agreed with Financial Services officials.





ID	Task Name	Qtr 4, 2006			Qtr 1, 2007			Qtr 2, 2007			Qtr 3, 2007			Qtr 4, 2007	
		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
1	Design Approval & Appraisal		14/11												28/09
2	Prior Approval Submissions/Process														
3	Prior Approval Test Submission		16/11												
4	Prior Approvals Actual (105 Apps)				03/01										28/09
5	Council Financial Commitment														
6	Developer Contributions		14/11												28/09
7	Certificates of Appropriate Alternative Development (CAAD)														
8	Tram Public Realm														
9	Issue brief for Tram Urban Design														
10	Appoint Urban Designers														
11	Develop Urban Design Options														

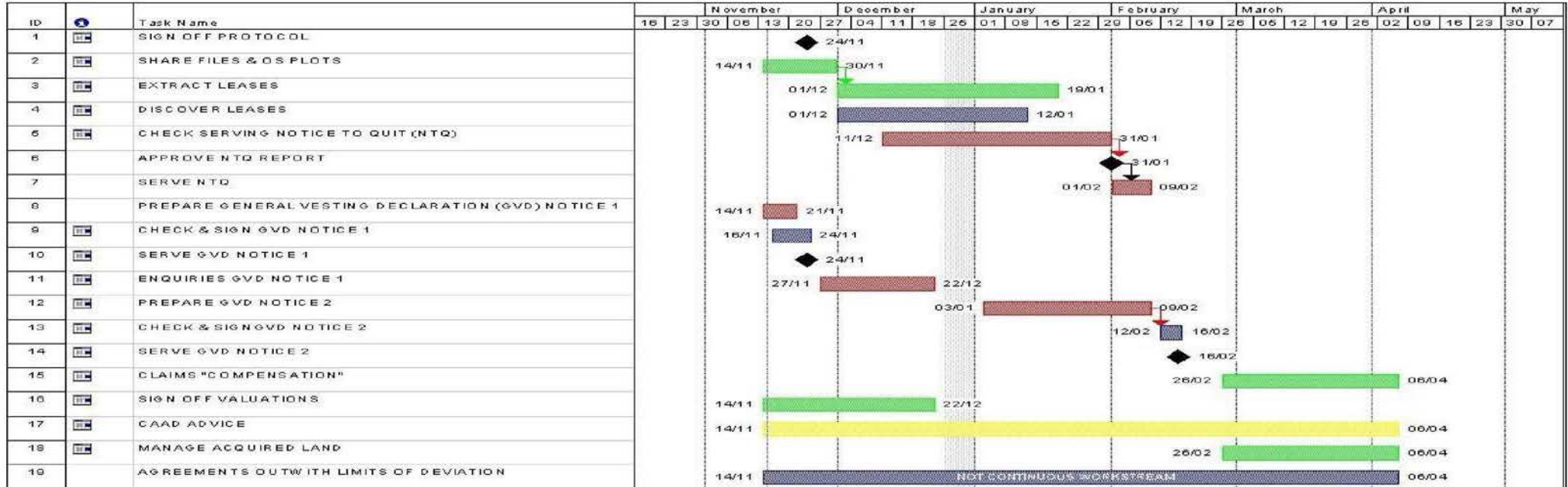
# TRAM

## PLANNING PROGRAMME



# Trams for Edinburgh

..connecting our Capital



## LAND ACQUISITION

Business case assumed to gain Ministerial approval 15 February 2007





**TRAM FUNDING POSITION - NOV 06**

Item	Original Amount	Revised Amount 10/11/2006	Change	Revised Item Description	Comments	Officer
Transport Scotland Grant	490,000,000	490,000,000	0	Scottish Executive Grant	Awaiting final confirmation of indexed amount (between £450m and £500m)	n/a
<b>TOTAL - TS</b>	<b>490,000,000</b>	<b>490,000,000</b>	<b>0</b>			
Current Sect 75 (1)	3,200,000	500,000	-2,700,000	Sect 75 Cash Amounts Received	Currently in interest-bearing accounts Triggered by Development proceeding The increased level of contribution achievable is dependent upon agreement being reached for key waterfront developments. With all developer contributions actual payment will be dependent on development actually being taken forward.	David Cooper
Current Sect 75 (2)		5,920,000	5,920,000	Sect 75 Cash Agreed		David Cooper
Anticipated Sect 75	7,000,000	18,000,000	11,000,000	Sect 75 Future Cash		David Cooper
<b>Total Developers Contributions (Cash)</b>	<b>10,200,000</b>	<b>24,420,000</b>	<b>14,220,000</b>			
Council Cash	2,500,000	2,500,000	0	Council Cash	From Capital Programme CEC Land used for scheme 4 sites detailed in Exec Report 15/06/2004 Currently valued by DV as nil. Need to attribute some value to this land, as given in lieu of cash contribution/CPO Properties to be allocated in Programme	Rebecca Andrew
Council Land	6,500,000	6,372,000	-128,000	Council Land for Scheme		Steve Sladdin/DV
Development Gains	5,000,000	2,755,000	-2,245,000	CEC Land Sale for Gain		Steve Sladdin/DV
Imminent Sect 75	7,900,000	0	-7,900,000	Sect 75 Land		Steve Sladdin/DV
Anticipated Capital Receipts	12,900,000	0	-12,900,000	Anticipated Capital Receipts		Bill Miller
<b>TOTAL - CEC</b>	<b>45,000,000</b>	<b>36,047,000</b>	<b>-8,953,000</b>			
<b>TOTAL Funding</b>	<b>535,000,000</b>	<b>526,047,000</b>	<b>-8,953,000</b>			



**Trams for Edinburgh  
Business Case Communications Plan  
November 2006**

We understand the importance of protocol and the need for the Councillors who will be deciding on the business case to be confident that the process is being followed.

It is acknowledged that the business case is going to be the subject of much debate and comment in the media and amongst interested parties. Therefore, it is essential that the initial communication of the business case is confident and comprehensive.

<b>Date</b>	<b>Event</b>	<b>Representatives</b>
29/11/06	Tram Sounding Board CEC 2-3.30pm Update on tram project progress Confirmation of dfbc briefing timetable	Transport spokespeople tie CEC officers
5/12/06	Labour Group DFBC Briefing 6pm to 6.30pm	Neil Renilson Willie Gallagher David Mackay
6/12/06	Conservative Group DFBC Briefing mid morning 11.30am	Neil Renilson Willie Gallagher David Mackay (tbc)
7/12/06	LibDem Group DFBC Briefing 5 – 7pm	Neil Renilson Willie Gallagher David Mackay
7/12/06	SNP Briefing <b>Date and time tbc</b>	Neil Renilson Willie Gallagher David Mackay
14/12/06	Members briefing at CEC	CEC, tie and Cllrs
14/12/06	Press briefing to all media	Tie/CEC
15/12/06	Full council papers issued to Cllrs	
21/12/06	Full Council	

**Briefing of Council Leader and Chief Executive**

The Council Leader and Chief Executive will be briefed regarding the plans to counter any leak and be provided with a copy of the business case, the Q&A and the headline documents.

### **Possible issues:**

- **Leaked media stories** meaning CEC/tie cannot manage information and ensure it is accurate. This could result from parties contacting 3<sup>rd</sup> parties/media before all briefings completed and before Full Council report published.
  - If a leak does occur, basic information on what is contained in the Draft Final Business Case will be issued to Cllrs and media (entitled the 'Business Case Headline document' – as mentioned below)
- **Councillors not briefed face-to-face before media story appears.** Due to the staggered programme of briefings over the course of 3 days, an early leak to media could mean that some Cllrs may not be briefed on the Draft Final Business Case.
- **Unable to issue Draft Final Business Case early** as time needed by CEC to review and draft report for full council.
- **Evening News.** The News will expect an early briefing and exclusive on what is in the Business Case. If this cannot be guaranteed to them, there is a greater chance of leaks as they approach other people/Councillors to obtain early information.

### **Material to be prepared for Councillor briefings and media:**

#### **Draft Final Business Case – in full**

**Q&A Document** - A brief document tackling the key issues around the business case and answering contentious questions is being developed.

#### **Business Case Headline Document – for politicians**

This document should be available to distribute should a leak occur. It will explain in clear and concise terms the tram business case, the benefits the scheme will bring to Edinburgh and surrounding regions and its affordability.

#### **Business Case Headline Document – simple summary**

This document, which will also accompany the main business case document, should be available to distribute should a leak occur. It will explain in clear and concise terms the tram business case, the benefits the scheme will bring to Edinburgh and surrounding regions and its affordability.

### **Stakeholder Communications**

The following stakeholder communication events will take place to support the events:

- Internal Council communications:
  - Chief Executive email to all staff
  - Information on intranet and internet
  - Exhibition boards/pop-ups in City Chambers and new HQ
  - Tram film to be played in reception, new HQ and Leader's office

- Chief Executive letter to staff in January payslip (still TBC)
- Team Talk
- January City News staff newsletter
- Distribution of the tram newsletter to the stakeholder database
- Distribution of bulletins to editors in run up to the event
- The sourcing of stakeholder testimonials to support the release
- Ewan Aitken Dinner provisionally scheduled for 28<sup>th</sup> November
- RPA from Dublin to meet mixed business and stakeholder audience through the day of 28<sup>th</sup> November
- MSP tram update being held on 29<sup>th</sup> November
- SCDI Influencers' Dinner provisionally scheduled for 29<sup>th</sup> November

### **Community Support**

The following community support activity will run in tandem with other work streams:

- Update website to alter language as more positive and certain, as well as direct reference to approval of DFBC
- Upload of documents (including user friendly version) to website in prominent position
- Update website Q & A
- Special version of tramtime community newsletter



## **Tram Communications update**

### **22 November 2006**

A full tram communications strategy has been written – this is contained in the Business Plan. The following is a summary of current key activities and communications planned during the MUDFA works.

Within the Council, Leanne Mabberley, Transport Communications Team Leader, works on tram communications. Regular meetings are held with Suzanne Waugh, Head of Corporate Communications at tie.

A new dedicated full-time Tram Communications Officer has been appointed to work in the Council. Wendy Park starts on 19 December. The post is for two years.

#### **1) Tram Press**

Proactive media work has concentrated on press releases for the

- Business Support Package
- Creation of 1000 permanent jobs in Edinburgh as a result of the new tram network. Willie Gallagher revealed the jobs boost during a fact-finding visit to Nottingham to view the success of the English city's tram system. It is also thought hundreds of temporary construction jobs would be created as a result of the £550 million project. The Edinburgh delegation heard how an estimated £60m had been put back into Nottingham's economy as a result of installing its £200m tram system.
- 50<sup>th</sup> anniversary of the last tram in Edinburgh (16/11)
- the Nottingham extension. The Department of Transport has announced £437m of funding for Nottingham's second and third tram routes.
- the Dublin extension. The number of passenger journeys on the Luas light rail system in Dublin has exceeded 50 million. According to figures released by the company, over 80,000 people use the tram each weekday, representing a 20% increase on passenger numbers since 2005. Construction work has begun at the Luas Red Cow depot to enable the extending of Red Line trams by a third. It is estimated the extension, which is expected to be completed in 2007, will increase the capacity of all 26 Red Line trams by 40%.
- continuing round of Community Meetings

## **2) Newsletters**

The tramtime newsletter has been issued. The weekly stakeholder newsletter continues to be issued.

## **3) Hearts and Mind campaign**

Work to deliver the 'hearts and minds' campaign for trams continues:

### **Advertising**

Delivery this month included radio adverts airing on Radio Forth, 98 sheet billboard advertising, an ad van circling the city, posters and information stands for the Western General Hospital, bus and bus shelter advertising campaign throughout the city and factsheets being added to the current suite bringing the total to nine.

### **Tram DVD**

The tram DVD has been completed. A 10 minute and a 3 minute version are available for use in presentations/meeting etc. The Council will use the DVD in council offices. To obtain a copy for use, contact Suzanne Waugh, tel on 0131 622 8375.

### **Tram bus**

The tram bus is complete and will arrive late November/December. A period of paperwork and checks takes place before the bus is launched. It will visit workplaces, shopping centres etc

The tram bus will also visit Council offices, eg. new HQ, Chesser House and City Chambers/West Parliament Square.

We are also looking into the bus being positioned in on-street locations: Castle Street, Festival Sq, St Andrews Sq, Leith Walk, St John's Road, outside Register House.

The tram bus will also visit Edinburgh primary and secondary schools. A draft list of schools on and around the tram route (within 1km distance) has been drawn up and the schools are being approached. The Children and Families Management Team has agreed that schools can be approached.

Murrayburn Primary

St Cuthbert's Primary

St Josephs Primary/ Broomhouse

Carrickknowe PS

Sighthill Primary

Stenhouse Primary

Westburn Primary

Balgreen Primary School  
Dalry Primary School  
Tollcross Primary School  
St Mary's (E London Street)  
Leith Walk Primary School  
Lorne Primary School  
Bonnington Primary School  
Fort Primary School  
Holy Cross Primary School  
Hermitage Park Primary School  
Leith Primary School  
St Mary's RC (Leith)  
Trinity Primary School  
Victoria Primary School  
Holy Cross Primary School

**Special Schools**

Pilrig Park Special School  
Prospect Bank Special School

**Secondaries**

St Augustine's High  
Forrester High  
Tynecastle Secondary School  
Drummond Community High  
Leith Academy  
Trinity Academy  
Murrayburn Primary  
St Cuthbert's Primary  
St Josephs Primary/ Broomhouse  
Carrickknowe PS  
Sighthill Primary  
Stenhouse Primary  
Westburn Primary

**4) Stakeholders**

Meetings with Cllrs continue to be scheduled and attended by Willie Gallagher. With Parliament back in business meetings with MSPs and MPs are scheduled for November.

A business working group has been formed, with the next meeting to be held on 1 December. Looking specifically at the provision of information during construction the group will work with tie to ensure that their concerns are aired and their needs are met through the phases of construction.

The Nottingham trip went very well and coverage was good. The Strasbourg trip has been postponed until early 2007.

### **5) Consultation**

The next round of consultation meetings showing the preliminary design to frontagers continue this month in the Granton area. A further 14 meetings are planned between now and the end of the year.

The second of six public tram events takes place for the Granton area on 29 November at the new Telford College. 4,500 invites have been issued and 400 laminated posters will be put up throughout the area to advertise along with a press release to the Evening News. Dates for subsequent meetings are still to be confirmed as they are being arranged to tie in with the emerging designs.

### **6) Council internal communications**

Wide-ranging internal communications will take place to ensure that the 22,000 Council staff are aware of the upcoming tram construction and reasons for their implementation. These communications will include:

- tram information in the payslip of all Council staffing January/February.
- further information on the internet, intranet and in Council buildings.
- Presentations to staff, especially customer service staff
- Short film and information in Council reception/public areas

### **7) Communications during utility diversions**

A meeting is taking place on 1 December to discuss in detail the communications outlined below.

The following communication activities are planned for during the utility diversion works:

- Campaign launched providing ongoing information on works, road diversions and routes. This will include signage; radio, press, print and advertising boards,
- leaflets placed at petrol stations, park & rides, supermarkets, public places, car parks, parking tickets. Travel news will be briefed
- Tram Helpers recruited and introduced to the Edinburgh public. Their role as information and customer interface for each site clearly

communicated to the public. Tram helpers introduce themselves to their first site areas.

- House calls made by Tram representatives to all affected areas
- Tram information point launched in Lothian Buses Shandwick Place shop. Information and advertising available at all Lothian Buses shops and on buses.
- Weekly black and white newsletter for each site area and surrounding area impacted ready (prepared and distributed by Alfred McAlpines)
- Quarterly newsletter to database of affected and interested parties issued. The newsletter provides city wide information and splits into six sectors of information also making it community specific (prepared and distributed by tie)
- On-line user friendly roadworks map on Council website. Discussions are ongoing with SFC over introduction of this to help with general communications on when, why and where various roadworks are taking place.
- Audience specific information provided on an ongoing basis to bus companies, taxi operators and emergency services
- Customer care provision in place to reply to telephone, written and e-correspondence. It is hoped to co-ordinate this with the widely used CLARENCE phonenumber.
- Hoardings prepared to go around work sites with information and contact details.
- School learning programme launched
- Traffic Regulation Orders communications: advertisements and feedback; media briefing; Public Hearing
- ESPC market value of properties along the route identified and recorded

## **8) Open for Business Campaign**

Work to plan for the city centre 'open for business' marketing strategy, to be used during construction, has started. This will help to ensure that visitors and public continue to shop and visit the city centre during construction

Tie and the Council are working with Edinburgh City Centre Management Company and the Inspiring Capital brand. VisitScotland will also be involved.

**EDINBURGH TRAM INTERNAL PLANNING GROUP**

**Action Note: 23 November 2006**

**Summary of Actions**

Item		Issues Discussed	Decision/Agreed outcome	Action required by
	<b>Present</b>	Tom Aitchison, Andrew Holmes, Keith Rimmer, Jim Inch, Donald McGougan, Gill Lindsay, Leanne Maberley and Evelyn MacKenzie		
<b>1</b>	<b>Action Note of Previous Meeting 16/11/06 – previously circulated</b>	<ul style="list-style-type: none"><li>• Clarification that reference to Cities Growth Fund related to funds required in excess of £45m.</li><li>• Follow up processes for agreed actions.</li></ul>	<p>Noted.</p> <p>To be discussed at next meeting of Group on 30 November 2006.</p>	All to discuss
<b>2</b>	<b>Communications Plan – update – circulated</b>	<ul style="list-style-type: none"><li>• Effective coordination required between communications strategies of Council, TEL, <b>tie</b>, Scottish Executive and Transport Scotland.</li><li>• Chief Executive and Directors of City Development and Finance to be involved in as many briefings as possible.</li><li>• Briefings to political groups in week beginning 4 December 2006.</li></ul>	<p>City Development and Corporate Communications to liaise with counterparts in these organisations.</p> <p>Contact to be made with support staff on availability/scheduling of briefings.</p> <p>To comprise presentation and question and answer session.</p>	AH/KR/LM  LM  AH/KR/LM

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Item		Issues Discussed	Decision/Agreed outcome	Action required by
		<ul style="list-style-type: none"> <li>• Briefing of all elected members scheduled for 14 December 2006 on content of Council report.</li> <li>• Second follow-up briefing of elected members to be arranged to provide further information/clarification.</li> <li>• Press briefing also scheduled for 14 December 2006.</li> <li>• Relevant members of Administration, and opposition groups and Council board members of TEL and tie to be kept informed.</li> <li>• Briefing to be provided to Council Management Team on the morning of 6 December 2006.</li> <li>• Senior Managers Event to be scheduled during week beginning 4 December 2006.</li> <li>• Effective coordination required of contacts with Scottish Executive and Transport Scotland at elected member and officer level.</li> <li>• Range of other publicity initiatives – eg branded bus, visits to schools and shopping centres etc.</li> </ul>	<p>Timescale for issues of Council papers to be confirmed with Committee Services.</p> <p>To be scheduled in week of Council meeting.</p> <p>Reactive/limited press statement required to deal with media enquiries in advance of scheduled briefing.</p> <p>Consultation to take place in lead-up to formal briefings.</p> <p>Arrangements to be made.</p> <p>Arrangements to be made.</p> <p>This information to be shared at future meetings of this group.</p> <p>Noted.</p>	<p>LM</p> <p>AH/KR/LM</p> <p>AH/KR/LM</p> <p>AH/KR</p> <p>AH/KR/LM/ELM</p> <p>AH/KR/JI/LM</p> <p>All</p> <p>LM</p>

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Item		Issues Discussed	Decision/Agreed outcome	Action required by
		<ul style="list-style-type: none"> <li>Longer term communications issues to be considered – eg potential disruption to city centre businesses.</li> </ul>	<p>Consideration to be given to possible measures to alleviate effects.</p>	<p>AH/KR/LM</p>
<p>3</p>	<p><b>Development of Business Case – draft Council report - tabled</b></p>	<ul style="list-style-type: none"> <li>Conference call scheduled with Malcolm Reid, Transport Scotland on funding issues on 24 November 2006 – 09.00 in light of Chief Executive’s recent letter.</li> <li>Potential extension of tram route to Granton to be addressed in context of phased implementation of programme and progress of work programme in early 2007.</li> <li>Report to reflect robust base for evaluation of costings and funding framework.</li> <li>Critical path analysis to be included in report with timescales for key elements and legal commitments.</li> <li>Report to include (i) summary of main elements of business case, (ii) the respective roles and responsibilities of the Council, TEL and tie.</li> </ul>	<p>Chief Executive and Directors of City Development and Finance to meet at 08.45.</p> <p>Wording of Council report to be given further consideration.</p> <p>Current wording to be reviewed.</p> <p>Information to be added to draft report.</p> <p>Report to be revised accordingly.</p>	<p>TNA/AH/DMcG</p> <p>AH/KR</p> <p>AH/KR/DMcG</p> <p>AH/KR/DMcG/GL</p> <p>AH/KR</p>
<p>4</p>	<p>AOB</p>	<ul style="list-style-type: none"> <li>None raised</li> </ul>		



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**Next meeting:** 30 November 2006 in the Board Room, Level 5, Wellington Court.

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