

OPEN FOR BUSINESS:



SEPTEMBER 2008 UPDATE

The city has been drawing the crowds over the summer with the Festival in full swing. The Tram open for business team want to keep up some of that interest in our city during the Autumn, when the city is traditionally a bit quieter. Whenever we run an activity, we ensure we get media coverage across lifestyle magazines, daily papers and on radio to ensure we spread the word.

September sees some super special Sunday activities, all to draw people in and see what the city can offer. We're also currently preparing a shopping guide – for print and web. Our city has award-winning buses, plentiful parking and a great environment for those on foot – so we're easy to get to and enjoy. See what else is happening in our capital at: www.edinburgh.org/events

Who are we?

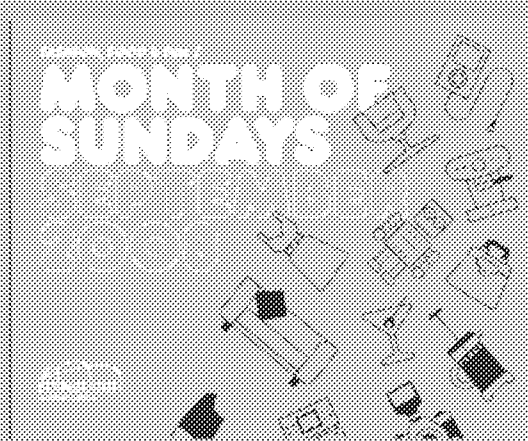
The tram 'Open for Business' marketing team is chaired by Graham Birse of the Chamber of Commerce and includes reps from the the City of Edinburgh Council, Federation of Small Businesses, the City Centre Retail Forum, Essential Edinburgh (Business Improvement District), Lothian Buses and tie. There is a marketing budget of £300k over three years, allocated from tie and the Council. Burt Greener PR has been appointed to deliver many of the marketing activities.

The group was set up to support shopping and business areas with marketing while the tram construction is underway. The group does not specifically deal with any forms of financial support to individual businesses, as this is managed by tie.

How you can help

Please share this email with colleagues – on noticeboards or by email - so that we can spread the word on what is happening.

SLEEPY SUNDAYS GO STELLAR



Get ready to hit the city in September as Edinburgh puts on the **Month of Sundays**, the city's biggest ever shopping extravaganza which will see retailers across the city offering a huge range of **free** activities, treats and some fabulous in-store promotions.

Shops in Leith, The West End Village, and the city centre, including Princes Street, George Street and Thistle Street, will join forces to ensure each September Sunday is a

day to remember with a little something for everyone.

The event has been organised by the Tram Open for Business marketing team to promote the city during September, a time when the city is typically a bit quieter after the Festival frenzy has died down.

It will be promoted on Real Radio, with on-air competitions and prizes donated by city retailers. Information has been sent to various media, with confirmed coverage in The List, ION and Scotsman magazine.

Each Sunday has a distinct theme and associated fun activities.

7 September: 'Kids Take Over The City' with a range of activities designed specifically for children. Highlights will include demonstrations of the latest toys, book-readings, face-painting, balloon-making and a host of children's entertainment.

14 September: 'Makeover Sunday' will allow you to create a 'new you' or even transform your home or mind. Shoppers can get advice on the latest trends in fashion and beauty as well as demonstrations, samples and giveaways. There will also be the chance to expand your mind by discovering new books and practices plus the chance to test your taste buds by discovering different foods and flavours at some of Edinburgh's delicious eateries.

21 September: VIP Sunday. Enjoy champagne and chocolates as you peruse the product ranges, relax as personal shoppers take the strain out of choosing, enjoy sample luxury menus and take the opportunity to win some of the major prizes on offer.

28 September: 'Vintage v Future Fashion Spectacular'. Shoppers can take in a fashion show featuring the latest trends, get ideas from stylists on how to achieve that retro-cool look, or indulge in nostalgia and celebrate fashion through the ages with window displays and exhibits.

More information at www.edinburgh.org/events

Full details of participating businesses and the offers is at the bottom of this email.

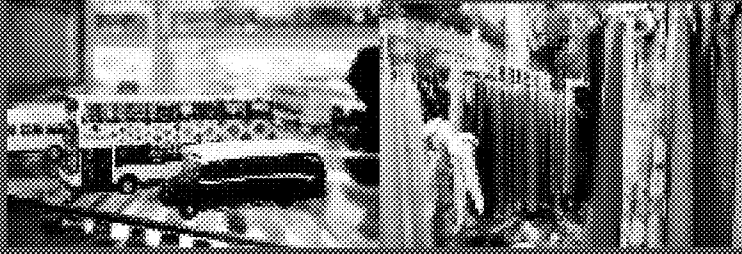
CITY SHOPPING GUIDE IN PRODUCTION



A guide to city shopping is to be produced by the publishers of the well-respected funky city magazine, I-ON. Commissioned by the Tram Open for Business marketing team, we envisage that this guide will be a stylish must-have for all those who like shopping, eating and having a good time.

An accompanying web-based shopping guide is also in development, again by an Edinburgh-based design company, Touch.

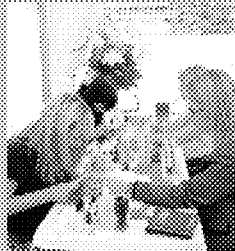
LEITH TO STAR IN HERALD AND POST



The Herald and Post are running a double page advertising feature on Leith businesses on 28 August.

Paid for by the Tram Open for Business team, we'll be demonstrating how Leith really does have it all. There are laundrettes, hairdressers, beauty salons, pet stores, tattoo parlours, travel agents, butchers, fishmongers and fruit and vegetable shops. In fact you could say that Leith Walk has all the trappings you would expect to find in a market town or high street.

SPA IN THE CITY DRAWS THE CROWDS

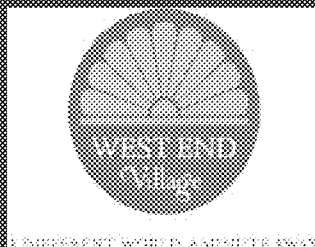


We knew that people couldn't resist the lure of some pampering. The 'City Spa' event on Sunday 29 June saw queues of eager customers looking for a free makeover, free mini massage or free mocktail.

The event was set up on the grassy area of Princes Mall and was well received by all the participating businesses, who saw their sales go up on the day. The retailers have been asking if we can repeat the whole event, so watch this space!

WHAT ELSE HAVE WE DONE?

Since starting their work at the beginning of 2008, the Tram Open for Business marketing team have been involved in all kinds of things to promote a positive message about our city.



We have assisted traders in the west end with their new 'West End Village' branding, put up eye-catching signage, contributed to a well-received shopping guide and helped with their popular west end craft market.

We organised a promotion for Leith on Radio Forth – with on-air competitions and encouragement for listeners to 'walk the Walk'.

Both the West End and Leith have featured in a four-page supplement in the Evening News in May.

There was a shopping feature in the June issue of the Council's newspaper, Edinburgh Outlook, which goes to every household in the city.

For more information

For more information on the tram project call 0800 328 3934, visit www.edinburghtrams.com or email info@tramsforedinburgh.com

For more information on the 'open for business' marketing work, please contact Graham.Birse@edinburghchamber.co.uk. Please note that all queries regarding wider tram issues should go to [REDACTED]

MONTH OF SUNDAYS

Kids In City 07.09.08

Candy Kitchen and Bar (113-115 George Street, 0131 226 9179) Dine in style with 2 for 1 on main courses.

Cow Corner (90 Brunswick Street, 0131 557 5070) We will be offering a 10% discount for kids.

Embo (29 Haddington Place, 0131 652 3880) Free fruit smoothies for kids when mum & dad spend over £5.

Gusto Restaurant Sunday (134 George Street, 0131 225 2555) Enjoy organic, handmade meals by BabyDeli for babies & young toddlers from just £2.35. Bigger kids can be a pizza chef for the day! £5.95 including dessert.

Harvey Nichols (34 St Andrew Square, 0131 524 8388) Free lollies for kids & a chance to enter our prize draw to win £100 of kid's clothing vouchers. Special kids menus will also be available in the Brasserie & Restaurant

Hawkins Bazaar (St James Centre, 0131 556 4030) Take part in hands-on demonstrations of the latest toys & games, face painting, magic tricks, jigsaw activities & discounts.

Indigo Yard (7 Charlotte Lane, 0131 220 5603) Dine in style with 2 for 1 on main courses.

Jenners (47 Princes Street, 0131 260 2218) Head to our Hamley's toy section for a limited edition Steiff Bear signing, as well as face painting & drawing for kids. Visit the Kids Cookshop in 'Home' for popcorn & smoothie-making. In the Fashion Lab, there'll be toy demonstrations for kids to join in & candy floss for all customers.

John Lewis (St James Centre, 0131 556 9121) Kids can try out our toys & crafts in the Toy department from 1pm-3pm. Enjoy a children's musical group in the Furniture department from 1pm-2pm. Get creative with face painting in the children's shoe department from 12pm-4pm, or decorate a cookie at Kitchenware between 12pm-3pm. A special lunch box will be available for just £3.50 at The Place to Eat.

Junior Station (Princes Mall) Princes Mall only. 10% off kids & teens designer clothing for all customers.

La Favorita (325-331 Leith Walk, 0131 554 2430) Magic & balloon-modelling with Stevie the Clown.

Neal's Yard Remedies (102 Hanover Street, 0131 226 3223) Kids can make their own shampoo, lip balm, lotions & potions at our Baseline Workshop.

Rick's Bar and Restaurant (55a Frederick Street, 0131 622 7800) Dine in style with 2 for 1 on main courses.

St Andrew's & St George's Parish Church (13 George Street, 0131 225 3847) Whether you want a break from shopping, a chance to put your feet up, or even the opportunity to worship, we're open for business:
9am Communion/9.45am All-age Service/11am Morning Worship

St James Shopping Centre (Leith Street, 0131 557 0050) Meet characters from Edinburgh Dungeon, & get £5 discount vouchers & balloons! Plus there are 20 free family passes up for grabs. Free face painting between 12pm–3pm. See the Vietnamese pot belly pigs & enter our competition to win family passes to East Links Farm (proceeds go to The Teenage Cancer Trust). 20% discount in-store & product demonstrations at The Early Learning Centre. Face painting from 10am–6pm, with all collections going to Radio Forth's Cash for Kids charity. The Butterfly Farm lets you get up close and personal with a Royal Python, Madagascan Hissing Cockroaches, a Chile Rose Tarantula, Giant African Millipede, Spiny Sabah stick insects and Thai stick insects. 2 for 1 discount vouchers also available.

Tigerlily (125 George Street, 0131 225 5005) Dine in style with 2 for 1 on main courses.

Word of Mouth (3A Albert Street, 0131 554 4344) Kids can decorate their very own cupcake creations (10am–5pm).

Makeover Sunday 14.09.08

The Bed Shop (110 -120 Leith Walk, 0131 553 3050) Help your bedroom look its 'Sunday Best' with a Sealy makeover consultation & 10% off all Sealy beds.

Body Shop (Princes Mall, 0131 556 2641) Princes Mall only. Indulge in minimakeovers & see a preview of our new exclusive range of mineral make-up.

Candy Kitchen and Bar (113-115 George Street, 0131 226 9179) Dine in style with 2for1 on main courses.

Embo (29 Haddington Place, 0131 652 3880) We are offering customers a tasty 20% off all healthy dishes.

Guilty (17 Stafford Street, 0131 220 2323) Enjoy a free 30 minute personal styling session with one of our consultants. Call 0131 220 2323 to book.

Hanover Healthfoods (40 Hanover Street, 0131 225 4291) Free Dr Hauschka (the world's leading natural skincare brand) goody bags with every purchase.

Harvey Nichols (34 St Andrew Square, 0131 524 8388) Come to our denim clinic for expert advice on choosing the best jeans. Enjoy a cosmetic makeover featuring the latest products & tips. Tuck into a special food tasting in the foodmarket.

Indigo Yard (7 Charlotte Lane, 0131 220 5603) Dine in style with 2for1 on main courses.

Jenners (47 Princes Street, 0131 260 2218) Try out new lines from our cosmetics brands with complimentary makeovers & samples. Learn how to layer outfits with our Day Birger Workshop. Get a free gift with your purchases from Dior & Givenchy. Bed dressing & linen promotions at 'Home'. Advice on building your outfit with accessories, expert grooming tips from Decleor & free glasses of bubbly in Menswear.

John Lewis (St James Centre, 0131 556 9121) Hear about the latest in home furnishings in our Furniture department. Discover what's hot in Womenswear between 12pm–4pm. Get Perfect Kitchen advice from our expert planners at the China/ Glass entrance from 12pm–4pm. Learn the art of coffee making in Kitchenware between 12pm–5pm. We'll also have cookery demonstrations from Nell Nelson (the 'Woman who ate Scotland') in Kitchenware at 1pm & 3pm. Beauty tips including fragrance layering, minimakeovers, mini-manicures, & a

host of sample opportunities. Try some tasty food & drink from Waitrose in Womenswear, or shape up with a personal training consultation in our Sports department (level 3).

Neal's Yard Remedies (102 Hanover Street, 0131 226 3223) Why feel normal when you can feel great?

Come in for your free vitality MOT.

Rick's Bar and Restaurant (55a Frederick Street, 0131 622 7800) Dine in style with 2for1 on main courses.

St Andrew's & St George's Parish Church (13 George Street, 0131 225 3847) Whether you want a break from shopping, a chance to put your feet up, or even the opportunity to worship, we are Open for Business:

9am Communion/ 10.30am Morning Worship.

Tigerlily (125 George Street, 0131 225 5005) Dine in style with 2for1 on main courses.

VIP Sunday 21.09.08

Candy Kitchen and Bar (113-115 George Street, 0131 226 9179) Dine in style with 2for1 on main courses.

Covet (20 Thistle Street, 0131 220 0026) VIP treatment with bubbly & chocolates while you browse in store.

Embo (29 Haddington Place, 0131 652 3880) Live like a VIP - but without the expense, with 20% off.

Garlands Florist (29 Elm Row, 0131 556 6111) Free box of chocolates with every order placed (excludes Interflora orders).

Guilty (17 Stafford Street, 0131 220 2323) See our latest Autumn/Winter 08 collection & enjoy a complementary glass of fizz.

Gusto Restaurant (134 George Street, 0131 225 2555) A free glass of bubbly for customers who have two or more courses.

Hanover Healthfoods (40 Hanover Street, 0131 225 4291) Personal nutrition shopping advice with nutritionist Philippa Levinson who'll help find the right product for your health needs.

Harvey Nichols (34 St Andrew Square, 0131 524 8388) Treat your tastebuds with our luxury taster menus & enter our prize draw to win a champagne dinner for two.

Indigo Yard (7 Charlotte Lane, 0131 220 5603) Dine in style with 2for1 on main courses.

Jenners (47 Princes Street, 0131 260 2218) Free glasses of bubbly for customers, coffee & chocolate fondue tasting in 'Home'. Men's Personal Shopping Day featuring ½ hour sessions with wine & cocktails. Style advice, one-to-one consultations & a glass of bubbly from Karen Millen.

John Lewis (St James Centre, 0131 556 9121) Top names demonstrate their products & the latest digital switchover information in the Audio/TV department. Enter our prize draw to win a television worth £500. Enjoy a free glass of Cava in The Place to Eat from 12.30pm–2.30pm. Discover the latest trends with Marc Jacobs Jewellery in Fashion Accessories. Food & Drink sampling from Waitrose in Womenswear.

Kakao by K (45 Thistle Street, 0131 226 3584) Free bubbly & chocolates as you shop!

Laing the Jeweller (29 Frederick Street, 0131 225 4513) Customers can enjoy a glass of fizz or cappuccino & a free ring check & clean.

Oddbins (94/96 Brunswick Street, 0131 556 4075) Free tasting on a variety of products from 12.30pm-8pm.

Rick's Bar and Restaurant (55a Frederick Street, 0131 622 7800) Dine in style with 2for1 on main courses.

St Andrew's & St George's Parish Church (13 George Street, 0131 225 3847) Whether you want a break from shopping, a chance to put your feet up, or even the opportunity to worship, we are Open for Business:

9am Communion/9.45am All-age Service/11am Morning Worship. FairTrade goods & Hadeel Crafts will be on sale from 12pm-1.30pm with FairTrade tea, coffee & biscuits available in The Undercroft Café.

Tigerlily (125 George Street, 0131 225 5005) Dine in style with 2for1 on main courses.

Word of Mouth (3A Albert Street, 0131 554 4344) Enjoy a free bottle of wine when you buy two main courses between 5.30pm-9pm.

Fashion vs Vintage Sunday 28.09.08

Candy Kitchen and Bar (113-115 George Street, 0131 226 9179) Dine in style with 2 for 1 on main courses.

Covet (20 Thistle Street, 0131 220 0026) Bring along your vintage/retro bags & jewellery, which we'll donate to charity in return for a 10% discount on this season's must-have designs.

Gusto Restaurant (134 George Street, 0131 225 2555) Complimentary Bellini for each person dining that has two courses or more. 2for1 on all cocktails in the bar or on our fabulous sun terrace.

Indigo Yard (7 Charlotte Lane, 0131 220 5603) Dine in style with 2 for 1 on main courses.

Jenners (47 Princes Street, 0131 260 2218) Learn how to create vintage inspired looks for the latest collections with Fashion Lab, & come see our Fashion Showcase of new collections in the Princes St Restaurant. Get some Fashion vs Vintage tips with our window styling, or head to our Men's Designer department for a fashion show featuring our new collection.

John Lewis (St James Centre, 0131 556 9121) Showcase of our latest additions: LK Bennet, Jigsaw, Whistles & Reiss, with fashion shows at 1pm & 3pm. Dior make-up artist Michelle Morrison will give tips on the latest trends in Womenswear 12.30pm-4pm.

Kakao by K (45 Thistle Street, 0131 226 3584) Be inspired by our vintage displays & a chance to take part in our fantastic free prize draw.

Multrees Walk (Multrees Walk, St Andrew Square, 0131 557 0050) Come down to Multrees walk for some great treats & activities, featuring a host of top designer names.

Rick's Bar and Restaurant (55a Frederick Street, 0131 622 7800) Dine in style with 2 for 1 on main courses.

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Tigerlily (125 George Street, 0131 225 5005) Dine in style with 2 for 1 on

main courses.

Warehouse (Princes Mall, 0131 556 3402) Princes Mall only. Be the first to be seen in Warehouse's new Autumn/Winter 08 range & save 10% in the process.

Xile (Princes Mall, 0131 556 2031) Princes Mall only. Treat yourself with a special 10–20% off all items.