

9.0 COMMUNICATIONS

The PR and media interface on the project are managed by officers from City of Edinburgh Council and Transport Scotland.

A Media Plan has been prepared and is being enacted.

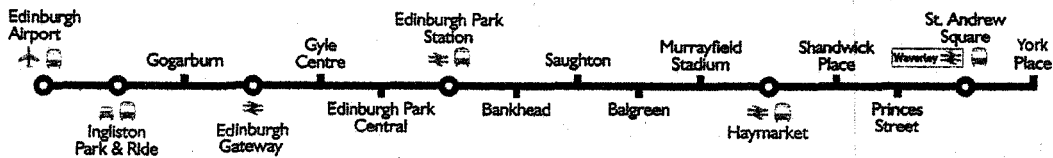
To achieve full benefit, a separate briefing on Communications should be arranged.

The next project win will be the early handover of the mid section of Princes Street.

I attach a recent communications update that was drafted.

Edinburgh Tram – post-election update (draft 1-5-12)

The project is currently going through its busiest and most constructive period to date with work continuing along the length of the line. Since mediation talks in March 2011 the new close working relationship being enjoyed between the Council, contractors and Transport Scotland has meant that the programme has gained real momentum, with the tram line on course to open to the public in summer 2014.



The current spend total is £592m (as of March 31st 2012) which is, contrary to press speculation in April, in-line with the revised budget of £776m. The project has a £34m contingency built into the budget, as is normal practice for all major infrastructure projects.

The target programme of works was published at the end of last year to give businesses, the public and other interested parties a better understanding of the nature of the ongoing works and the timescales involved and we continue to share as much information as we can with these groups.

The case for trams

Edinburgh's population is 477,660 and this is expected to grow by around 1% per year, reaching 514,000 by 2020 and 543,000 by 2030. At the same time, according to the 2001 census, the number of commuters per day was estimated at 85,000. Today that is estimated to be 100,000 and growing.

The growth in population and commuters correlates with relatively strong employment growth when compared to similar cities across the UK. Edinburgh also continues to outperform its competitors in the tourism sector and remains an attractive destination.

As population projections for Edinburgh grow, so does the likelihood of congestion. Research shows that people are more likely to move from their cars to trams, than from cars to buses. This has proven to be the case in other cities which have built tram systems in recent years.

The City of Edinburgh Council recognises the excellence of the capital's bus service, and has planned the tram network to operate together with buses. The trams will be operated as part of an integrated network and the tram line will be complementary to existing bus services. This will allow an entirely new route to be opened up and give increased access to public transport in areas which currently have lower levels of car ownership.

Our estimates predict that 73% of passengers travelling from Edinburgh International Airport to the city centre will have switched from public transport, predominantly from buses, while 27% will be new

to public transport, having previously travelled by car. The case for trams remains strong and with an estimated 5.4 million passenger journeys forecast for the first year alone, we think the tram line will be embraced by the city when it opens in summer 2014.

Progress:

- The first major milestone was reached with the handover of the Gogar depot in December 2011 – the same month that dynamic testing began
- The crossover section of track at Haymarket Yards was completed in February
- The Mound reopened to buses, taxis, bikes and emergency vehicles in March
- Remaining utility works were completed in Shandwick Place in February and in St Andrew Square in March, allowing main infrastructure works to commence
- Major traffic management was removed from the Gogar roundabout/underpass in April
- 13 trams have now been delivered to the depot

Looking ahead:

- Princes Street works (west of Waverley Bridge) are scheduled to be completed in June
- Works between South Charlotte St and Waverley Bridge are due to be complete by late summer while work in St Andrew Square should be clear by Christmas
- A Tram Information Centre is due to open in Shandwick Place in June
- Test track from the Gogar Depot to Edinburgh International Airport is scheduled to be complete by the end of the year
- A replacement bridge will be constructed in Balgreen Road over 4 weekends in May-June
- Re-instatement work will be completed in Lindsay Road by July and on Leith Walk by October/November.

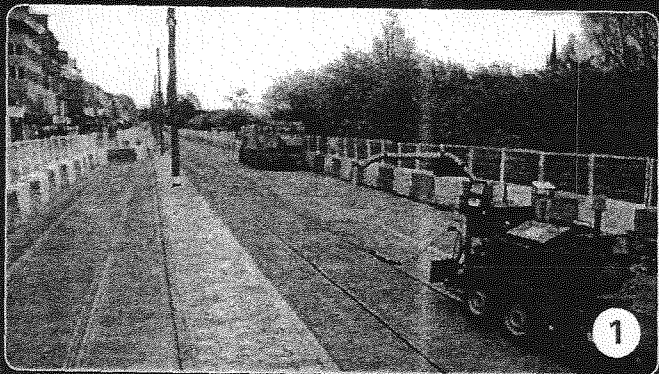
Open for business

- The project team is working closely with businesses along the route to help minimise disruption to trade while making sure shoppers know that it's business as usual. To help businesses which may have been affected by the on-going tram construction works, the Council has introduced an Open for Business initiative (OfB), committing more than £1m over the course of two years.
- The West End Focus Group was also set up in February which is made up of Council officials and local businesses people. This group continues to address issues around the works in the West End and is actively influencing the decisions on how best to invest Open for Business budget locally in order to increase footfall to the area.
- Following consultation with local traders affected by tram works, the City of Edinburgh Council is gathering evidence from businesses (using Shandwick Place in the first instance) to build a complete picture of the financial impact on traders with a mind to building a case for rates relief,

which will be put to the Lothian Joint Valuation Board. A similar exercise will be conducted in another part of the city which is not affected by tram works (Corstorphine High Street is being considered), so that both results can be compared. If the results demonstrate a material impact on rental values, CEC feels the Assessor would be duty bound to reassess the current rates which were set in 2008. Individual businesses must still submit their own cases to the Assessor, who has also written to local businesses to ask for information.

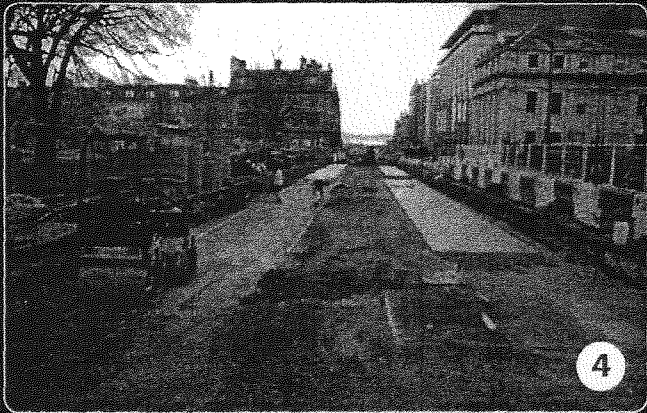
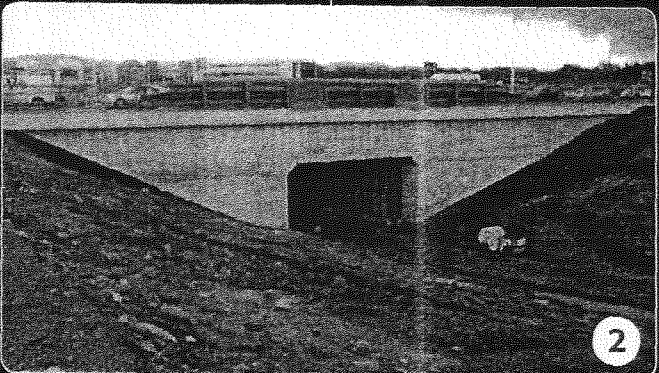
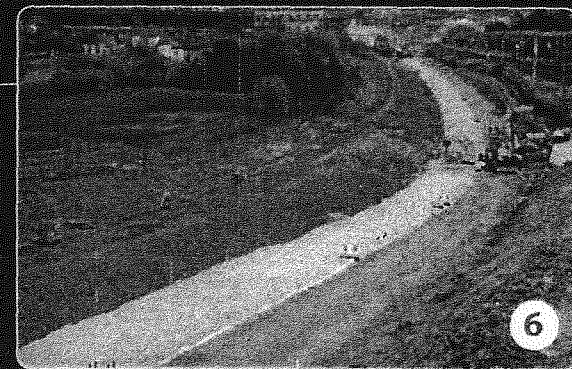
- A number of 'Town Centre Coordinators' have also been employed specifically to help support and promote businesses in different parts of the city centre. An East End Focus Group with a similar remit will also be set up as works are escalated in this area of the city. Work is due start in York Place later in 2012.

Trams Construction Photo Update April 2012



Top Left: 1. Remedial works have been completed on a section of Princes Street. Middle: 2. View of the A3 Underpass from the north. Bottom: 3. View of the A3 Underpass construction which has allowed the traffic management removal at George Road Jambout.

Top Right: 6. Balgownie Road to Carnick Knowe preparation works for track installation continues. Middle: 7. Russell Road Bridge works. Bottom: 8. Inglis Park and Ride to Edinburgh Airport track installation work continues.



Top: 4. Preparation works have commenced for the track form installation prior to rail installation at St Andrew Square. Bottom: 5. Saughton Tramstop progress.

