

CITY DEVELOPMENT

TRANSPORT

Mr Ross McClelland  
Maclay Murray & Spens LLP  
Quartermile One  
15 Lauriston Place  
Edinburgh  
EH3 9EP

**Date:** 29 July 2009  
**Your Ref:**  
**Our Ref:** SS1.1  
**Corr No:** 373539

Dear Mr McClelland

### **Edinburgh Tram Works - House of Fraser (Stores) Limited**

I refer to your letter dated 18 June 2009 regarding your client, House of Fraser (Stores) Limited and their current trading situation.

I am still concerned that your client believes that the tram construction work is directly responsible for their losses, highlighting that there are no similarities in other stores elsewhere in the UK. Other factors may be resultant in this outcome. One being that Edinburgh citizens are being more prudent in their spending and choosing to shop at alternative shopping outlets.

I would also like to thank your clients for their comments in regards to the marketing and communications campaign and would like to address these below.

#### **1. Parking Promotion**

The Parking Section within the Council is currently looking at initiatives to help increase volumes of on-street and off-street parking. These include:

- Articles and a competition in the latest edition of the Outlook magazine. It is being looked into re-running these, pending the success of this edition which is in partnership with NCP.
- Development of parking maps for the City Centre and Tollcross areas. These will be online within the next few weeks.
  - i. The City Centre map will be printed after the festivals period.
  - ii. The Tollcross map will be printed shortly and distribution will initially be in the Tollcross area through the Traders Association.

**DAVE ANDERSON**  
DIRECTOR

City Chambers, High Street, Edinburgh EH1 1YJ



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- Investigation into avenues for distribution of these, such as with parking permit mailings, PA's, City Centre retailers etc.

## **2. Variable message signs**

The Variable Message Signs (VMS) are intended to be for traffic information and only have the capacity to display four lines of fifteen characters including spaces. The Scottish Government must approve all VMS.

Commercial advertisements cannot be used on the VMS as this would lead to complaints from other stores not being advertised. The best approach is a general 'Enjoy Edinburgh for festivals and events' message with the possibility of linking this in with non-commercial events in the City.

## **3. Hoarding signage**

New hoarding signage within the West End of Princes Street has recently been implemented showing key stores within the block. We are currently improving signage during the festival and reviewing the long-term signage strategy.

## **4. Tram mock up**

The tram mock up is currently at Ocean Terminal until August. The proposal for the mock up after this time is to place it in the Haymarket area. The option to place it on the tracks at the west end of Princes Street is currently being looked into for the future.

## **5. PR for Princes Street**

A series of measures are being undertaken that will ensure that this years summer festival season will be relatively unaffected by the ongoing tram works on Princes Street.

The measures, which include innovative use of space along Princes Street, a bespoke promotion campaign and the provision of information to turn those that work on Princes Street into "Festival Ambassadors", were generated as a result of consultation with stakeholders and retailers. This was agreed following the City of Edinburgh Council's decision to cancel the embargo on tram work during the festival season this summer.

On 29 May 2009, a stakeholder workshop was held to consider and develop a package of measures to mitigate the effects of continued tram related work through the busy summer period. The workshop was hosted by Apex Hotels Ltd and facilitated by the Council. The attending stakeholders represented the Council, major traders on each block of Princes Street, the National Galleries of Scotland, Essential Edinburgh, tie Ltd, Festivals Edinburgh and other organisations. It was recognised that the effects of the tram work would continue to be felt during the Festival and beyond by commuters, and occasional local and regional visitors to the City.

It was agreed that mitigation measures required fell into four categories:

- Space Management, Direction, Information, Promotion

### **Promotional Festivals campaign**

A series of communications are coming together to promote the City. This will include 'Enjoy Edinburgh, City of Festivals' advertising in the following areas:

8 sites at Edinburgh airport, 4 sites and Waverley train station, 4 sites at Haymarket train station, sites identified at the bus station and 150 passenger panels on trains.



A three month trial of Bluetooth has been commissioned in conjunction with the Destination Edinburgh Marketing Alliance (DEMA). Twelve boxes across key locations in the city will be in place to message Bluetooth enabled phones. Messages will include City and Festivals information and provide useful web links. The final content is currently being worked on.

## 6. Rates

With regard to the reduction in business rates, Once again I confirm that your client must take this up directly with the Assessor. I have noted below the contact details.

The Assessor and Electoral Registration Officer  
17a South Gyle Crescent  
Edinburgh  
EH12 9FL

There is no provision made for this in the Tram Acts from the Scottish Parliament.

## 7. Cleanliness

There is currently an impact on waste collection and street cleaning services, due to the unofficial work to rule. This has led to contractors being brought in by the Council, on a short-term basis, to help deal with the backlog of waste collections and maintain the high-level quality of service we would expect within the City Centre and Edinburgh as a whole. In general, this area is cleansed on a daily basis. I hope you will appreciate that the cleanliness of the City Centre can change very quickly due to the high number of people visiting. We will continue to work hard to ensure that the high level of cleanliness is maintained in the City Centre.

Please also find the additional information that has been requested by your client.

1. The total funding available for the measures stated above is £100K, this is joint funding between the Council and **tie Ltd**. The £100K excludes funding for 'Rates', as this is specifically deal with by the Assessor.
2. The programme of works for 2010 and 2011 is currently under review and it is anticipated that tie Ltd will provide this information to the Trams Operators Group (TOG), which has representation from your client, on 10 August 2009.
3. Throughout the course of the tram works the contractors are required to occupy significant areas of the road network to undertake the works. The traffic management for these road occupations is carefully designed to ensure that the travelling public can continue to access the city centre with the minimum delay and disruption and to ensure that public transport can continue to provide an effective service.

The details of the traffic management are subjected to traffic modelling and the individual junctions are designed to suit the revised traffic flows. The details of the signs, road markings and barriers etc are then drawn up in detail and presented to the Traffic Management Review Panel (TMRP) for review and approval before being implemented on the ground. The TMRP consists of the Council, tie ltd, the police, Lothian Buses and the contactors.

The contractor responsible for the traffic management then installs the barriers, signs and road markings for each layout shortly before works commence with the aim of



having the site ready for the construction teams as they progress across the city. Once each phase of the works is completed the traffic management is then removed or altered to suit the next stage of the works.

The traffic management layouts are regularly reviewed by the TMRP throughout the period of the works and care is taken to ensure that the layout is appropriate for the works and is not in place for longer than required.

4. On completion of the works Princes Street will reinstated with the carriageway and footways surfaced in similar materials as existed before with some enhancement.

If you are not happy with this response, or want to complain about the way in which we handled your application, please write to the Director of City Development; The City of Edinburgh Council, Waverley Court, 4 East Market Street, Edinburgh, EH8 8BG, within 40 working days of receipt of this letter, seeking a review of the response.

If, after you have received a reply from the Director of City Development, you remain dissatisfied, you may ask the Scottish Information Commissioner to conduct a review.

Scottish Information Commissioner,  
Kinburn Castle,  
Doubledykes Road,  
St Andrews, Fife  
KY16 9DS  
Phone: [REDACTED]  
Fax: 01334 464611  
E-mail: [enquiries@itspublicknowledge.info](mailto:enquiries@itspublicknowledge.info)

I hope that this addresses your comments sufficiently and that the additional information is of assistance.

Should you require any further information please contact Andy Conway on [REDACTED]

Yours sincerely

**Marshall Poulton**  
**Head of Transport**