

## Welcome to the latest newsletter from Edinburgh Inspiring Capital.

The Festival fun is now in full swing!! The Edinburgh Inspiring Capital newsletter aims to highlight some of the other events and projects that the city region brand is involved in. We also aim to inform you of how to get involved and get more out of your Inspiring Capital.

We hope that you all took the opportunity to fill in our online questionnaire which was featured in the last issue, if not then this is the link to allow you to do so

[http://www.surveymonkey.com/s.aspx?sm=B7TEJOQ9aUxslW037X90Uw\\_3d\\_3d](http://www.surveymonkey.com/s.aspx?sm=B7TEJOQ9aUxslW037X90Uw_3d_3d).

The deadline for completion is Friday 17 August 2007.

### The Point Hotel and Edinburgh Principal Hotels Association (EPHA)

Over the last few months there has been great progress made with several private sector partners in adopting the brand. The Edinburgh Principal Hotels Association (EPHA) has over 48 members including Edinburgh's most prestigious hotels. We have in just the last month provided over **1,000** lapel pins to hotel reception staff.



The EPHA have agreed to adopt the brand wherever possible, from links on hotel websites to the logo in the footer of the EPHA emails, to the logo being prominently placed on signage at The Point Hotel, on Bread Street.

The EPHA works with various public sector and industry partners to encourage year round business opportunities, especially through conference, event and leisure marketing activity.

Look out for our new exclusive hotel posters coming soon to a reception near you!

### Website Update

In the Spring and May editions of our newsletters we have been whetting your appetites with the lure of two new inspiring websites. We had hoped that these would be going "live" late summer, however although work is progressing substantially on the two new websites, it is not happening quite as fast as we'd hoped.

Conkerhouse, our technical partner, has recently come under the ownership of Innovation Business Vision Limited and are now trading as Innovation Digital, which has caused slight time delays nonetheless, the design, structure and copywriting are complete, and we are moving into the intensive development phase. Both websites are now anticipated for launch before the end of the year. The best things come to those who wait and our websites will be well worth the wait!

# Edinburgh Inspiring Capital Newsletter, August 2007



## Ushering in a New Age

With the Usher Hall closing post 2007 Festival season for 11 months (it will open again for the 2008 Festival season). The hoardings that surround the redevelopment works will feature over the Festival period, Edinburgh Inspiring Capital images and logo!

Here are the images to be featured, so keep an eye out for them when you are out and about enjoying the world's largest arts festival!



## CURRENT & UPCOMING EVENTS



## PASSIONATE PICASSO

His art, his loves, his life, beyond the canvas. – 6 July – 28 October 2007

This major international exhibition celebrates the creativity and inspiration of this iconic artist. It brings together over 100 objects from world-renowned collections and gives a fascinating insight into his extraordinary life and work. The exhibition, only showing in Edinburgh, draws on the artist's work from 1947 to 1961, including a significant period of his life when he was working at Vallauris in southern France. It captures the joie-de-vivre of post-war Europe and an important time in the artist's family life.

Picasso: Fired with Passion will give visitors an insight into Picasso the man, the artist and the icon. For information on tickets and opening times on this truly inspiring exhibition, please go to [www.nms.ac.uk](http://www.nms.ac.uk) or for further information from Hannah Dolby or Natalie Ibu, Press Office Tel (0131) 247 4288 or email [h.dolby@nms.ac.uk](mailto:h.dolby@nms.ac.uk)



### Edinburgh's Grassmarket Goes Gallic

The last weekend in August will see Edinburgh's Grassmarket 'go Gallic' as it will once again play host to the popular French Market when Brunomart arrives from the Continent for four days of high quality trading. Running from Friday August 24th to Monday August 27<sup>th</sup>, the French Market in Edinburgh's Grassmarket will give locals and tourists alike a taste of the continent in one of the most vibrant and interesting areas of the city. **For more information** about this and other events Grassmarket Area Traders Association, please contact Sara McMillan/Fiona Vernon on 0131 669 0333; email [sara@nicheworks.co.uk](mailto:sara@nicheworks.co.uk) / [Fiona@nicheworks.co.uk](mailto:Fiona@nicheworks.co.uk)

### Business Events

#### Action Planning Workshop in West Lothian

Event details - Thinking of starting up your own business? This session will help you to get your business off to the best possible start and will take you through how to:

- research your market
- investigate sources of funding
- understand any legal requirements
- explain what resources are available to you

Each session is taken by one of our Business Advisors, and a workshop pack is provided with information unique to your idea, a sample business plan and information to help you get your business idea off the ground. To access this course, please contact Business Gateway.

Dates - 16 August 2007, 23 August 2007, 30 August 2007, 06 September 2007

Time - 6.15pm- 8.15pm - Contact Address: [Jennifer.Hand@westlothian.gov.uk](mailto:Jennifer.Hand@westlothian.gov.uk)

#### Edinburgh Chamber of Commerce AGM & Breakfast

Jim Mather, MSP, Minister for Enterprise, Energy & Tourism, will deliver a Keynote address at the AGM Breakfast event on Thursday 30th August when he will outline the new administration's aspirations for Scotland's economy. There will also be an opportunity for members' questions to be raised. The President, Richard Jeffrey, & Chief Executive, Ron Hewitt, will report on the milestones of the year and progress in building membership during this period.

Date and Time - Thursday 30 August 2007 | 8.00am - 10.00am

For further information about our events please contact **The Events Team** on **0131-221-2972**.

### Join with us

We hope that you have enjoyed reading about all the rich and diverse activities have been happening in the Edinburgh Inspiring Capital and our plans for the future. What we need from you now is to join us and help strengthen the collective messages for the city region. To help us achieve this please:

- Visit [www.edinburghbrand.com](http://www.edinburghbrand.com) and sign up to use and adopt the colours, values and messages of the brand.
- Let us know how and where you have used the brand in your business/organisation.
- Volunteer to be a case study for the city region brand project.
- If you want to feature in our events section of the newsletter, just let us know, we will endeavour to feature it.

Contact us directly to find out more about how the brand can assist your business/organisation.

The team are:

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- Email the team at [info@edinburghbrand.com](mailto:info@edinburghbrand.com)

**We have moved offices: Level 5 Room 5.04, 329 High Street, Edinburgh EH1 1PN**

