

# INVEST

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INSIDE ISSUE 33 » 10 QUESTIONS FOR ANDREW DIXON OF CREATIVE SCOTLAND » BUSINESS ANGEL SUPPORT FOR CAPITAL ENTERPRISES » EDINBURGH WATERFRONT » OPEN SPACES

# THE FIRST WORD

Welcome to the summer 2010 issue of *Invest Edinburgh*, the quarterly investment promotion magazine for the City of Edinburgh.

In this issue we focus on the creative industries. Edinburgh is world renowned as a cultural centre with its programme of festivals being of particular fame. Not only do the festivals attract millions of visitors but, with Edinburgh's creative community being at the forefront in areas such as digital media, literature and architecture, they provide an unparalleled platform for our home-grown creative talent to showcase itself to a vast international audience.

This summer sees the launch of both Creative Scotland and Creative Edinburgh – two organisations established to support growth in the creative industries. In our cover feature (page 10) we explore Edinburgh's wide-ranging and highly varied creative sector and examine ways in which the two new organisations will help the city's creative industries, both locally and nationally. On page 8, Andrew Dixon, newly-appointed chief executive of Creative Scotland, answers our 10 Questions. Andrew discusses his ambitions for Creative Scotland and also explains why Creative Scotland decided to establish their headquarters here in Edinburgh.

This issue's Making it Happen (page 18) focuses on plans for the 300 hectare Edinburgh Waterfront. One of Europe's largest regeneration areas, Edinburgh's Waterfront is emerging as a hub for the capital's creative community. With planned future developments including a 17km waterfront promenade, an 80m observation wheel and the provision of £80 million of enabling infrastructure, funded by the UK's proposed first tax increment financing (TIF) project proposal, there is great potential for the Waterfront to play a major role in Edinburgh's future economic vibrancy.

And finally, business angels (wealthy private investors), are an increasingly important source of capital for high-growth, high-risk businesses. The regular Analysis column explores how Edinburgh's 'angel' community is financing the capital's most promising early-stage businesses, including some of Scotland's leading digital media start-ups.

As ever, any feedback on *Invest Edinburgh* is most welcome. If you have any comments on this issue, or are interested in having your business profiled in *Invest Edinburgh*, please do contact the editorial team at [editor@investedinburgh.com](mailto:editor@investedinburgh.com)

**TOM BUCHANAN,**  
Convenor of the Economic Development Committee and Director of DEMA

*T. B. Buchanan*



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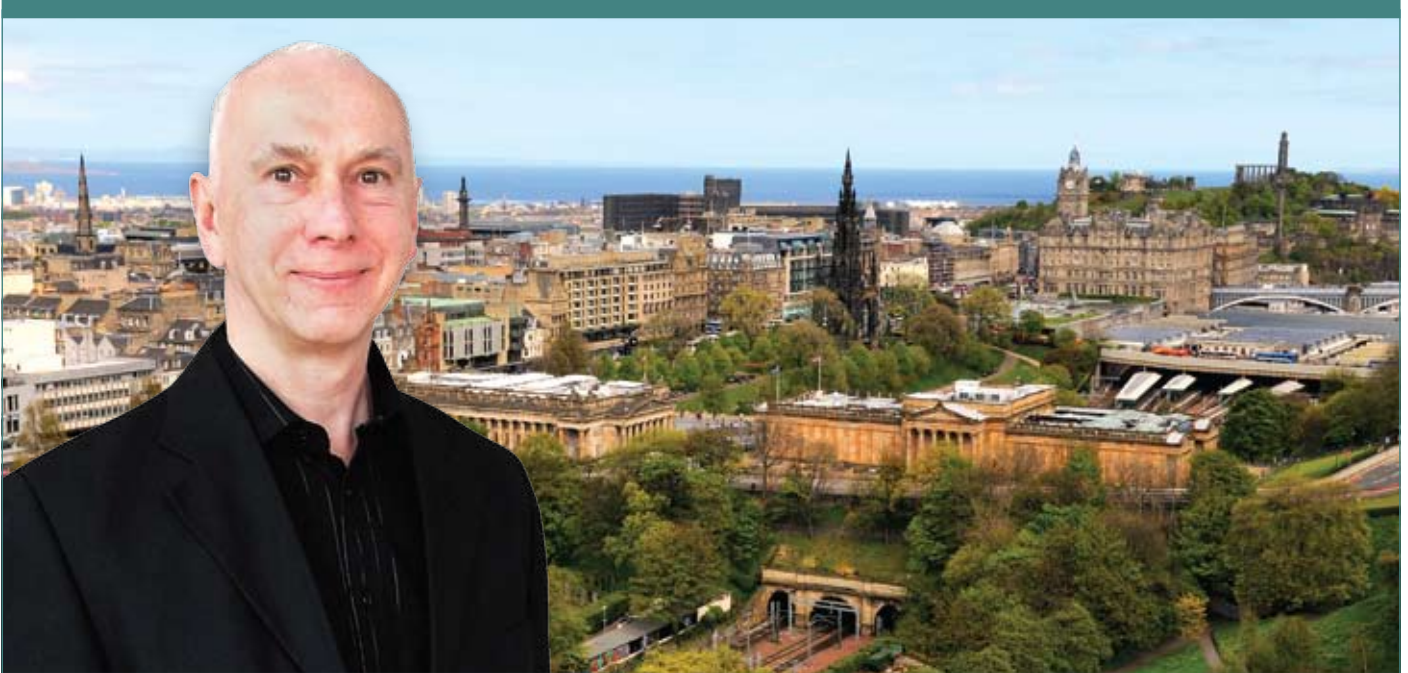
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## THE VIEW FROM HERE

Alex Gilkison of Edinburgh Napier University considers the tasks ahead for Creative Scotland.

In the last few months applications for creative courses, at undergraduate and postgraduate level, have reached record levels at Edinburgh Napier University and throughout most of the tertiary education sector. This reflects that employment in creative industries and creative arts remains a highly attractive career destination for many young people, even considering the notoriously low levels of job security in these fields, and the relatively weak earning capacity that derives from 'portfolio' creative careers.

The received wisdom is that the creative economy is 'counter-cyclical' and may not only buck the downward curve that currently threatens the financial and public sectors, but in fact reverse its gravitational pull.

While there may be some degree of truth in this premise, recalling the massive growth in 'industrial' entertainment arts in the period between the late 1920s and the early 1940s, and the vibrant alternative arts culture spawned in the 1980s, the simple fact is that while history can repeat itself, it is naïve not to recognise the real differences that exist between past and present.

Three real challenges still lie ahead for Scotland's, and particularly Edinburgh's, creative sector.

The pull of Glasgow and its importance to the Scottish creative economy remains strong, and is possibly growing stronger. That is not to underestimate the importance of Tayside to the Games economy, Edinburgh as an international festival city, or the burgeoning arts communities of the Highlands and Islands and the North East. The simple fact is that despite its slow and painful birth, Pacific Quay, with activity clustering around the BBC, is starting to build up the creative mass that

may have the equivalent of the 'Salford' effect in the North of England. The development of Film City in the Old Govan Town Hall has helped establish Glasgow as the leading film location destination outside of London in the UK, both for indigenous and international productions. There is a generally favourable reception to Andrew Dixon's appointment as Chief Executive to Creative Scotland, and there is a real hope that he may

have the background to resolve the potential wars between our arts and creative media communities, as well as help open out the occasionally inward-looking perspectives of our creative communities. However, the relationship between Creative Scotland and the Convention of Scottish Local Authorities (COSLA) remains a significant challenge and Andrew's skills of clear persuasion and diplomacy will be well-tested in the months ahead.

The third challenge, of course, lies with the relative and well-publicised decline of successful sectors and communities such as journalism, publishing and advertising that has affected the creative economies of not only Edinburgh but also Aberdeen and Dundee. While this decline may have a historical and technological inevitability, it has nevertheless rocked the confidence of these traditional sectors and the creative companies that cluster around them.

These are not easy times for predictions: the tentative Westminster coalition; forthcoming Holyrood elections; the growth of competitive creative markets in India and China; the progress of Creative Scotland as a project. All of these are big unanswerables that will require all of our native creative minds to remain alert and astute.

"EMPLOYMENT IN CREATIVE INDUSTRIES AND CREATIVE ARTS REMAINS A HIGHLY ATTRACTIVE CAREER DESTINATION FOR MANY YOUNG PEOPLE."

Alex Gilkison is Head of the School of Arts and Creative Industries of Edinburgh Napier University and Chair of Screen Academy Scotland.

# RETAIL THERAPY: THE PERFECT MEDICINE

With the global economic downturn prompting a near-universal tightening of belts, a number of cities have seen major cutbacks in shopper spending. Not so in Edinburgh, where the capital has stormed up the national retail rankings for a fifth consecutive year to become the 15th top retail destination in Britain.

Published by market analyst CACI, the latest annual Retail Footprint reveals that shoppers spent £1.04 billion in Edinburgh last year – an increase of £100 million on 2008. This whopping 9.6 per cent rise came in a year when a number of global



retailers opened stores in the city centre, including Urban Outfitters, Mango and CANCOM. Edinburgh's out-of-town shopping destinations also fared

well, with Fort Kinnaird ranking the 6th top retail park in Britain by expenditure.

Ongoing projects with the potential to propel Edinburgh

into the top ten include the £850 million redevelopment of the St James Quarter by Henderson Global Investors, which will double the retail space of the existing shopping centre and create up to 4,000 new retail jobs upon completion in 2016.

With prime yields of 6.5 per cent and an ever-expanding range of shops, Edinburgh's buoyant retail sector remains an attractive proposition for retailers and shoppers alike.

> **Further information:**  
[www.caci.co.uk](http://www.caci.co.uk)  
[www.stjamesquarter.info](http://www.stjamesquarter.info)

## EARN UPDATE



In the latest event hosted by the Economic Action Resilience Network (EARN) small and medium-sized businesses in Edinburgh with an interest in trading online congregated at Our Dynamic Earth in June. The event saw technology giant Google offer advice on how to tap into the £26.5 billion spent online each year by the UK's 46.7 million internet users.

Among the attendees were Matt Brittin, Managing Director of Google UK, and senior politicians from the Scottish Government and the City of Edinburgh Council. A complementary event was hosted in the north by Aberdeen City Council.

The event was held as part of the national Get British Business Online (GBBO) campaign, launched in February to assist the estimated 1.5 million UK businesses with no web presence. Participating businesses can create a customised trading website within 20 minutes by completing an online form, and will receive a .co.uk website domain of their choice free of charge for two years.

Businesses looking to grow their market share and diversify their customer base should consult the GBBO website for more details.

> **Further information:** [www.gbbo.co.uk](http://www.gbbo.co.uk)



## FESTIVALS LOOK AHEAD

Every year, Edinburgh's festivals play host to more than 20,000 artists from all over the world and attract more than 4 million people, making them one of the largest cultural events in the world.

In 2012 and 2014 there is even more reason to celebrate as the world's greatest arts events and the world's greatest sporting events take place in the UK at the same time. This astonishing timing creates a once in a lifetime opportunity; an opportunity enhanced by the announcement of 2012 as a Year of Creativity and Innovation and 2014 as the Year of Homecoming.

Festivals Edinburgh is working together with key partners to deliver ambitious programming and diplomatic initiatives across Scotland, the UK and internationally. Their aim is to ensure Edinburgh remains the cultural destination of choice before, during and after 2012.

Working collaboratively for the first time on thematic strands connected to the values of the Olympic and Commonwealth Games, this work will underline the true internationalism of Edinburgh's Festivals and place them alongside the 2012 and 2014 sporting, cultural and tourism offering.

> **Further information:** [www.edinburghfestivals.co.uk](http://www.edinburghfestivals.co.uk)

**FACT:** The creative industries sector employs more than 60,000 people in Scotland, with a total turnover of £5.2 billion in 2007.  
**source:** Scottish Government

# RECOGNISING OUTSTANDING PERFORMANCE

**Five Edinburgh City Region based companies have been recognised in the latest round of the UK's most prestigious awards for business performance, the Queen's Awards for Enterprise.**

Touch Bionics received its award in the Innovation category, for its i-LIMB™ Hand. Since its launch in 2007, the first powered prosthetic hand to incorporate multi-articulating fingers has been fitted to more than 1,200 patients worldwide.

Baillie Gifford, Innis & Gunn and Selex Galileo each won a Queen's Award for International Trade. Receiving its fourth Queen's Award, Baillie Gifford Overseas was recognised for its success in retaining and acquiring international clients.

Specialist brewer Innis & Gunn is toasting its strong overseas trading performance. Brewed in Edinburgh, the company's oak-aged beer is exported to six countries worldwide, enjoying huge

popularity in Northern Europe.

Defence electronics firm Selex Galileo cited investment in technical product development and innovative logistical support as two of the foundations for the significant gains in export orders it has achieved over the last three years. The business increased overseas revenues by 48 per cent and now exports 60 per cent of production.

With a dedicated full-time Responsible Business consultant, Edinburgh's Radisson Blu Hotel, one of the city's top luxury hotels, has consistently reduced its carbon footprint, earning it a Queen's Award for Sustainable Development. The hotel has halved landfill waste, composts 100 per cent of all food waste and offers a 'green rate' to customers who want to offset their carbon footprint.

> **Further information:**  
[www.queensawards.org.uk](http://www.queensawards.org.uk)

## Bite size

**Edinburgh has been ranked the UK's most competitive large city in the 2010 UK Competitiveness Index, based on factors such as skills, productivity and qualifications.**

Aberdeen Property Investors have released plans for a £12 million hotel at 10-15 Princes Street, while the Easy Group has disclosed plans for a 30-bedroom easyHotel at 125a Princes Street.

**Edinburgh has been identified as a 'fair value' destination for office investment by estate agency DTZ.**

Edinburgh has ranked 21st in a listing of the top places to visit in the world compiled by TripAdvisor, with the capital the only UK city to feature in the top 25. Edinburgh was also ranked as having the 7th best nightlife in Europe.

**Costa Coffee has opened a £250,000 academy on Hanover Street that will train 600 staff each year.**

The European premiere of Toy Story 3, the latest installment in one of the highest-grossing animated franchises of all time, took place at the Edinburgh International Film Festival on 19 June.

**The 170th annual Royal Highland Show has attracted a record 187,644 attendees, cementing its status as the UK's leading agricultural show. Taking place in Ingliston, West Edinburgh, the Royal Highland Show generates £70 million for the Scottish economy each year.**

Edinburgh's residents have been identified as the happiest of any major city in the UK in a national survey conducted by insurer Aviva.

**Edinburgh Napier University has invested £12 million in the creation of nine institutes that will provide academic support to more than 3,000 businesses.**

The property developer Morbaine has received planning permission for the construction of an 8,360 m<sup>2</sup> (90,000 ft<sup>2</sup>) 'stilted' superstore on a brownfield site in Edinburgh's Longstone district that will create 400 new jobs.

## 1 TO WATCH GENIUS FOODS



### WHAT DO THEY DO?

Genius Foods produces fresh, gluten-free loaves with the same taste and texture as wheat-based bread. Available in all major UK supermarkets, its products are suitable for shoppers unable to eat ordinary bread due to a gluten intolerance.

### WHY ARE THEY WORTH WATCHING?

Just two years after Genius Foods was founded, its loaves are used by coffee chain Starbucks and stocked by retailers including Asda, Morrisons, Sainsbury's, Tesco and Waitrose. The company has received numerous accolades for its products, including the Gold Q awards at the Quality Food Awards and the Innovation award at the Baking Industry Awards. Genius Foods now aims to increase sales from £3 million to £20 million and introduce as many as 18 new products, including rolls, croissants, scones and teacakes.

An estimated 1 in 133 people suffer from gluten intolerance,

representing a huge market for gluten-free baked goods.

### WHERE HAVE THEY COME FROM?

Genius Foods was founded in 2008 by Lucinda Bruce-Garfyne, the author of bestselling cookbook *How to Cook for Food Allergies*. After two of her sons were diagnosed with allergies, Lucinda spent 18 months developing and bringing to market a gluten-free loaf.

### WHAT DOES IT MEAN FOR THE AREA?

Genius Foods is headquartered in Edinburgh city centre, where it currently employs around a dozen people. Its loaves are baked by United Central Bakeries, an industrial baker in Bathgate, West Lothian, which has recently invested £2 million in an automated production line for its gluten-free products in response to increased demand.

> **Further information:**  
[www.geniusglutenfree.com](http://www.geniusglutenfree.com)

# WAVERLEY GATE'S UNIQUE ALLURE

**The opportunity to acquire exceptional value city centre office accommodation with a Grade A specification has resulted in a flurry of new deals at Waverley Gate, the landmark former General Post Office building on Waterloo Place.**

More than 65,000 ft<sup>2</sup> (6,000 m<sup>2</sup>) of the 210,000 ft<sup>2</sup> (19,500 m<sup>2</sup>) Grade A office space has now been let, with four new tenants recently taking space and a number of possible deals currently being negotiated.

Joining incumbent occupier Microsoft UK are new tenants NHS Lothian, Balfour Beattie and retailer H&M, which is opening a mail order call centre in the building. Creative Scotland has also chosen the building as its national headquarters.

"Waverley Gate is certainly one of the best specified buildings in Edinburgh's city centre," said Mike Irvine, Partner at Montagu Evans. "In addition, its close proximity to Waverley railway station and Edinburgh's main bus station, makes it very attractive to occupiers. Office suites from 5,000 ft<sup>2</sup> (464 m<sup>2</sup>) upwards remain available, and the building benefits from a stunning rooftop garden, with 360° views across the city."

The development, which was recently acquired by asset management firm Highcross, has strong environmental credentials, having received a 'Very Good' BREEAM rating.



"Early discussions are underway with a number of other prospective tenants," added Mike Irvine. "With Grade A office space available from between £12-£19/ft<sup>2</sup> (£129-£205 m<sup>2</sup>), Waverley Gate represents a truly unique opportunity in the market and levels of interest remain high despite market conditions."

> **Further information:** [www.waverleygate.com](http://www.waverleygate.com)

MADE IN EDINBURGH

## TECHNOLOGY THAT SPEAKS FOR ITSELF

**Founded in 2005, CereProc has established itself at the forefront of research and development into the use and application of synthetic voices.**

As the developer of the world's most advanced text-to-speech technology, the business has produced a range of voices that not only sound real, but also have character, making them suitable for any application that requires speech output. The technology has been used to rebuild the voice of renowned US film critic and broadcaster Roger Ebert, following his life-saving treatment for thyroid cancer.

"Traditionally, smooth and neutral has been the objective in synthesis," explains Dr Matthew Aylett, CereProc's co-founder. "Not for us. We want the variation, which gives a voice a fresh and natural feel."

Edinburgh, with its unique blend of academic support and human resource skill pool, was seen as the ideal location for the business. "The fact that Edinburgh hosts the Centre for Speech Technology Research (CSTR), part of the University of Edinburgh's School of Informatics, made

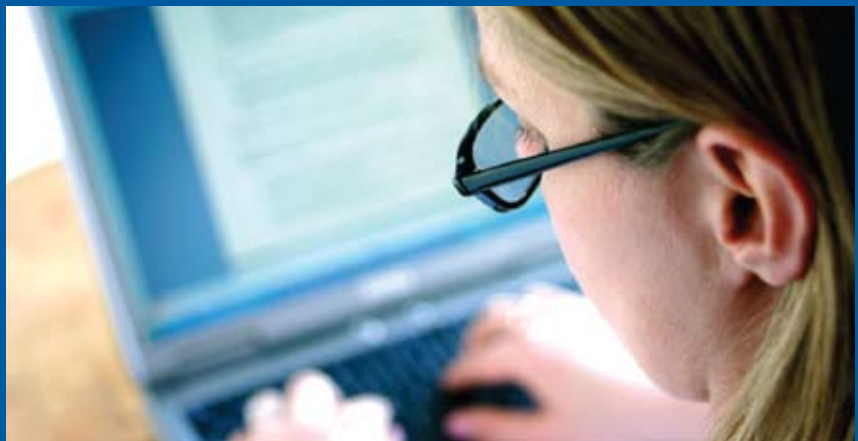
the city the natural choice for our HQ," adds Dr Aylett, who is also a Fellow at the CSTR.

Partnership with local academic institutions is seen as vital to the business. CereProc concentrates on commercial applications, but close links with academia mean the business can also participate in cutting edge research.

Their work with Heriot-Watt University

continues to explore the use of the technology in virtual online environments, as Dr Aylett explains: "We're currently working with games developers, especially in the area of serious games and web games, where communication and dynamic play is very important."

> **Further information:** [www.cereproc.com](http://www.cereproc.com)



FACT:

The University of Edinburgh was ranked as the 5th best UK university for the teaching of art and design in 2010. source: *The Guardian*

# COMMON APPROACH TO LOW CARBON ECONOMY

**Edinburgh is to bring together the financial services and energy industries at a major conference this September.**

The capital is the perfect venue for the inaugural event, as one of Europe's foremost financial services centres and a burgeoning base of world-leading research and expertise in renewable energy technologies. (See *Invest Edinburgh*, March 2010).

'The Low Carbon Investment Conference', to be staged at the Edinburgh International Conference Centre on 28 and 29 September, is organised by the Scottish Low Carbon Investment Project (SLIP) – a joint initiative between the Scottish Government, Scottish Enterprise and engineering consultancy Arup.

The two-day event, showcasing the country's enormous low carbon energy potential, will focus on developing

innovative funding solutions to deliver current projects in the public and private sector, highlighting the opportunities for global investors.

Edinburgh Chamber of Commerce is helping to organise the Conference and Liz Macareavy, Director of Development, is developing links with the wider international investment community during the run up.

"This conference will help establish Scotland as an international role model in renewable energy and a centre of low carbon investment opportunities," explains Liz. "It will have three streams running in parallel, focusing on major capital projects; public/private infrastructure programmes, such as low carbon housing, and smaller opportunities suitable for venture capital backing."

## NEW ARRIVALS

CONTINUING OUR REGULAR FEATURE ABOUT THE LATEST COMPANIES INVESTING IN THE CAPITAL

**WHO'S ON THE MOVE?** EDP Renováveis (EDPR), the third-largest wind energy company in the world, has established its UK headquarters in Edinburgh. The Portuguese energy giant has taken a ten-year lease on 5,360 ft<sup>2</sup> (500 m<sup>2</sup>) of office space at 40 Princes Street.

**WHY THE MOVE?** The move follows the announcement in early 2010 that EDPR, in partnership with Aberdeen-based offshore development specialist, SeaEnergy Renewables, had secured an exclusive site development agreement for the Moray Firth in Round 3 of The Crown Estate's offshore wind energy licensing programme. The resulting joint venture – Moray Offshore Renewables Ltd – is 75 per cent owned by EDPR, with the remaining 25 per cent stake owned by SeaEnergy. Once operational, the site is expected to have a capacity of 1.3GW

– providing enough electricity to power more than 700,000 homes.

**WHY EDINBURGH?** By establishing its UK head office in Edinburgh the business is able to capitalise on the established professional services base and growing renewable sector expertise across the city region, as well as benefit from continued public sector investment in key first phase sites for the offshore renewables industry such as Leith Docks and Energy Park Fife. EDPR joins fellow European renewable energy giants Vattenfall and REpower Systems, both of which have established their UK headquarters in the capital.

> **Further information:**  
[www.edprenovaveis.com](http://www.edprenovaveis.com)  
[www.seaenergy-plc.com](http://www.seaenergy-plc.com)  
[www.thecrownestate.co.uk](http://www.thecrownestate.co.uk)



## MY CITY VISION

Dr Gordon Duckett,  
University of Edinburgh  
School of Informatics



### WHAT SORT OF CITY WOULD YOU LIKE TO SEE?

In May, the School of Informatics hosted an Informatics Ventures Conference called 'Engage, Invest, Exploit'. At the conference, 40 high tech entrepreneurs mixed with a range of venture capitalists, business angels, multinational companies and public sector support organisations to stimulate Scotland's search for high tech companies of scale.

Edinburgh's challenge is to encourage a belief in collaboration being the norm, so that our undoubted strengths in science and technology, financial services, academia and the creative industries can reinforce each other to find innovative solutions to economic, environmental and social issues.

### HOW SUCCESSFULLY IS THE CITY MOVING TOWARDS THIS VISION?

The School of Informatics has forged successful partnerships with Scottish Enterprise, the City of Edinburgh Council, Scotland IS, and the European Regional Development Fund, along with many local and global companies and organisations. It's an approach mirrored by many other institutions and companies around the city region. We're moving in the right direction. We need to keep investing the time and resources in networking and encouraging collaborative innovation.

### WHAT MORE MUST THE CITY DO?

We need to keep creating opportunities for innovators, entrepreneurs, and business and public sector leaders to interact. The best vehicles for knowledge transfer are the people in our organisations. Encouraging talented individuals to work together in meeting our challenges will deliver more.

*The School of Informatics conducts world-leading research into natural and artificial computational systems.*

> **Further information:** [www.inf.ed.ac.uk](http://www.inf.ed.ac.uk)

# QUESTIONS FOR...

## Andrew Dixon



On 1 July 2010, Creative Scotland assumed the role of Scotland's national arts and cultural champion, replacing Scottish Screen and the Scottish Arts Council. Chief Executive, Andrew Dixon, outlines the agency's mission and highlights the importance of the creative sector to Scotland's economy.

**IE> Why has Creative Scotland been established?**

**AD>** Creative Scotland aims to offer a strong voice for the entire creative sector across Scotland and to act as an advocate influencing others to invest their resources in the industry.

At its heart, Creative Scotland has been established as a partnership agency – a rallying point for the sector if you like – which will work closely with a wide range of partners such as the Scottish Government, VisitScotland, the British Council, broadcasters and economic development agencies such as Scottish Enterprise and Highlands and Islands Enterprise.

**IE> What attracted you to the arts in the first place?**

**AD>** My background was in theatre, music and working with young people. For the past five years I've been working in the north-east of England, involved in promoting NewcastleGateshead as a great place in which to live and work. A large part of that work has involved promoting the positive impact that investment in culture and creative industries can have on local economies.

**IE> What was it about Creative Scotland that enticed you to the role?**

**AD>** I've always loved coming to Scotland, particularly Edinburgh, which is a beautiful, vibrant city with a world-class reputation as a year-round destination

for visitors and a creative hub capable of attracting workers from all over the world.

It's a fantastic role. Scotland has huge strengths in terms of traditional music, a vibrant theatre production scene, respected digital industry and one of the most original and diverse festival programmes anywhere in the world. The great thing about Creative Scotland is that we are here to identify the best within Scottish culture and help them shine.



**IE> Since taking up your full-time post in May, you've been engaging with artists all over Scotland. What's been your impression of Scotland's creative scene?**

**AD>** For a country of Scotland's size, it's incredibly diverse. Few rivals can boast such an impressive line up of national galleries, national opera and ballet companies and two national orchestras.

It's been invaluable getting out there and meeting people. You can research the industry as much as you like, but there's no substitute for listening to people currently working in arts, film and creative industries.

The creative sector forms a sizeable part of Scotland's economy, with different areas contributing particular strengths. Edinburgh has its festivals, Glasgow is recognised as a cutting edge production base, while Dundee is a global player in the games industry. Each region brings its own complementary strengths to Scotland's creative offering.

**IE> What advantages will the new body bring to the promotion of Scottish arts and culture?**

**AD>** Creative Scotland can have a single conversation with everyone involved in the sector: from artists, businesses and broadcasters to potential funding partners.

We want to nurture and develop Scotland's creative strengths by investing in talent, ideas and places – but to do that we must understand what makes each place work. For example, here in Edinburgh, we'll be working with Festivals Edinburgh to define and deliver growth potential.

**IE> How powerful an economic driver can Scotland's creative industries be?**

**AD>** You only need to look at the impact of Edinburgh's festivals to see the economic impact of the industry. The Fringe alone generates around £75 million per year for the economy.

Scotland has always enjoyed an international reputation as a successful cultural exporter and that's something



that continues to this day. Scottish culture offers an incredibly powerful and appealing international calling card.

**IE>** From your discussions with the sector, what's the perception of Creative Scotland?

**AD>** I'm sensing a really positive approach to Creative Scotland. If the creative sector, media and business all get onboard, we have the potential to showcase what Scotland has to offer as a whole package. It's a prospect that excites the industry.

**IE>** What was it that made Edinburgh stand out as the ideal location for Creative Scotland's new base?

**AD>** As home to the largest arts festival in the world, Edinburgh provided a natural fit with Creative Scotland's ambition to promote and support the best Scotland has to offer. Other international cities are trying to emulate the success of Edinburgh's festival programme, but Scotland's capital is so far ahead of the competition and continues to grow year on year – the number of Fringe performances on offer in 2010 has risen 17 per cent – that it would be almost impossible to catch up.

Creative Scotland will also use the former Scottish Screen office in Glasgow.

**IE>** Local authorities play a pivotal role in supporting the cultural sector locally. Can Creative Scotland help mitigate against pressures on public sector budgets?

**AD>** The Scottish Arts Council has always maintained close working relationships with

local authorities across Scotland and that's something Creative Scotland is committed to continuing through a broader conversation. We'll be having continual discussions with our local authority partners to push the message that cultural budgets need to be preserved as much as possible.

The associated benefits of continued investment in the creative sector in terms of education, social development and economic development benefit the whole of Scotland.

**IE>** Where will Creative Scotland initially focus?

**AD>** The Scottish Arts Council and Scottish Screen already have their funding commitments fixed for the coming year, so in the short term it's business as usual. However, the priority in 2010 is to identify key creative strengths across Scotland and see how and where we can best support them.

I recently attended a conference for young peoples' theatre in Edinburgh as part of the international Imagine Festival. There's some fantastic expertise in childrens' theatre across Scotland, finding and supporting those strengths is Creative Scotland's raison d'être.

## CV

Born in Manchester and raised in Cumbria, Andrew has enjoyed a varied creative career stretching back over the past 30 years.

Following a brief spell as a rock promoter he took on the role of youth projects director with the Major Road Theatre Company. After five years as an arts officer in local government he moved to Northern Arts, progressing to become its Chief Executive and was a member of the national executive team of Arts Council England for three years before moving to a new role as Chief Executive of the NewcastleGateshead Initiative, promoting the area as a world-class place to live, work, learn and visit.

He still plays in a rock band, but enjoys a change of pace cooking vegetarian cuisine.



## FURTHER INFORMATION

[www.creativescotland.org.uk](http://www.creativescotland.org.uk)

# TUNE IN TO THE CREATIVE RHYTHM

Moscow's Okhta Centre – a groundbreaking design from Edinburgh-based architects RMJM.



**Edinburgh:** international arts festival capital, the world's first UNESCO City of Literature and home of the Enlightenment. No wonder the city resonates with a vibrant energy capable of shaking its volcanic foundations.

Grand Theft Auto IV – part of the smash-hit video game franchise created by Edinburgh-based Rockstar North.



# CAPITAL'S HIM

It's an exciting time for Scotland's creative industries, but nowhere is this potential more keenly felt than in Edinburgh – the nation's creative engine room.

A recognised hub for the creative industries, the city attracts more foreign direct investment than any location in the UK outside of London, according to figures published by the *Financial Times* earlier this year. In recognition of the sector's economic importance industry body Creative Edinburgh is re-launching this summer to strengthen and promote the sector.

Top business performers connected with the sector locally include global architectural practice **RMJM; Rockstar North**, the games developer behind the international best-selling Grand Theft Auto video game franchise; BAFTA-winning digital design agency **Running Productions** and **Navy Blue**, the creative agency responsible for the brochure behind the London 2012 Olympics bid.

Other high profile names include multi-award winning film studio **Fluid Eye Productions**, **The Leith Agency**, the quirky creative advertising agency behind consumer brands such as Irn-Bru; and publisher **Canongate Books**, which secured the UK rights to the autobiography of US President Barack Obama.

From publishers to video game developers, the creative variety is apparently endless. So what do we mean when we talk about the creative sector? As defined by the Scottish Government, the sector comprises 13 distinct industries, including architecture, film, advertising, interactive leisure software, designer fashion and performing arts. It's an eclectic mix of seemingly isolated industries, but upon closer

inspection, they share one thing in common: at their heart, each is fuelled by the limitless possibilities of the human imagination.

#### CREATIVE CHARISMA

"The creative sector has a unique ability to act as a catalyst for unlocking entrepreneurial potential in the city," explains Councillor Deirdre Brock, Convenor of the Culture and Leisure Committee and member of the newly-formed Creative Edinburgh Board. "It's something we've seen in other places, such as Berlin, where local areas have been economically reinvigorated by providing access to new artists' space.

**"THE CREATIVE SECTOR HAS A UNIQUE ABILITY TO ACT AS A CATALYST FOR UNLOCKING ENTREPRENEURIAL POTENTIAL IN THE CITY."**

"Creative people like living and working alongside other creative people. You only have to visit Edinburgh once and witness the explosion of vibrancy and colour as the city gears up for the

main summer festival season to understand why people would be drawn here.

Edinburgh's year-round festivals attracted more than 4.4 million visitors in 2009, around 80 per cent of them during the summer. Wherever you travel in the world, the capital's festival programme represents a strong, recognisable international brand associated with its reputation as a lively, culturally diverse city. Edinburgh's year-round festivals have been calculated to generate revenues of more than £184 million and support nearly 4,000 jobs across Scotland. The festivals are just one element of Edinburgh's dynamic creative scene.

#### CREATIVE COMMUNITY

John Denholm, co-founder of The Leith Agency and now Managing Director of Denholm Associates, has been involved with Creative Edinburgh for more than 10 years. With new funding in place, he's looking forward to bringing those involved in the sector together to share experiences and





promote commercial collaboration.

"There are a number of challenges facing creative SMEs, which represent the vast majority of the sector," he explains.

"Whether it's promoting the city region's growing reputation as a hive of creative digital businesses, fostering closer links with our universities or providing smaller enterprises with a louder voice on the national and international stage, Creative Edinburgh has a lot to offer."

Scotland is internationally recognised for its strengths in digital media, including computer games, animation, web design and multimedia content. With more than 700 Scottish businesses involved in the digital media industry, employing upwards of 9,000 people, Edinburgh is the perfect stage on which to celebrate the industry's achievements.

The Edinburgh Interactive Festival – held in August while the eyes of the world are focused on Scotland's capital – is just one of a growing number of festivals dedicated to the creative sector. It showcases the growing popularity, development and influence of video games, digital media and interactive entertainment, supported by Scotland's strengths in animation, film, broadcast, marketing and design.

Another creative event, this summer's inaugural Edinburgh Marketing Festival, provides the perfect backdrop for Creative Edinburgh's re-launch.

"There's a fantastic mix of talented people and businesses operating across the city," John explains. "There are also opportunities to forge closer links between business and academia, such as Edinburgh Napier University's School of Arts and Creative Industries and Edinburgh College of Art."

#### ECONOMIC POTENTIAL

"There's been something of an epiphany in recent years in terms of the economic impact of the creative sector on Scotland's economy," says June Edgar, a fellow member of Creative Edinburgh's board and now a freelance creative business advisor. "In fact, it's an incredibly dynamic and powerful economic driver and one which enjoys an almost symbiotic relationship with Edinburgh as a whole. Creativity is fundamental to the very fabric of our city."

As one of six priority sectors named in the Scottish Government's Economic Strategy, the creative sector is today seen as instrumental to both Scotland's and Edinburgh's future prosperity. The exports



Real life meets video game. Scenes from last year's Interactive Festival.

### "CREATIVITY IS FUNDAMENTAL TO THE VERY FABRIC OF OUR CITY."

of the Scottish creative industries services for the creative industries sector were valued at an impressive £3.1 billion in 2007; further proof of the sector's economic significance.

However, as June points out, with the sector consisting of so many SMEs, often steered by charismatic and exceedingly hard working individuals, getting people together and building a vibrant Creative Edinburgh is a long-term goal.

"Ultimately, we want to build a network which is greater than the sum of its parts," she explains. "In the past, I've always been amazed by how infrequently creative people get the chance to meet one another – Creative Edinburgh can provide great networking opportunities."

"The Enlightenment started here, but not many people realise that in many ways the Enlightenment continues to this day, with some fantastic work taking place across the city – we want to showcase that expertise."

In that ambition, Creative Edinburgh shares much in common with the newly established Creative Scotland, the country's national champion for the arts and creative sector, formed by the merger of Scottish Screen and the Scottish Arts Council.

The agency, which has chosen to

locate its main office in Edinburgh's flagship Waverley Gate office development, will play a vital role in nurturing and investing in creative talent across Scotland (see this issue's 10 Questions with Andrew Dixon, Chief Executive, Creative Scotland).

#### A BROAD CANVAS

No matter where you are in the city, you'll be aware of Edinburgh's creative allure. There's the city's historic heart, with its renowned literary quarter featuring the Writers' Museum, Poetry Library, Scottish Book Trust and Scottish Storytelling Centre.

Explore a little further and you'll find a wide variety of artist studios and creative spaces, such as Out of the Blue and St Margaret's House – home to an emerging artistic collective – or Wasp Studios in Stockbridge.

The maritime shores of Leith continue to act as muse for both well-established and newly formed creative agencies focused on making their mark in advertising, marketing, publishing and graphic or digital design.

Stop and listen a moment. You'll soon tune in to Edinburgh's creative rhythm... and it's about to get a lot louder.

#### FURTHER INFORMATION

[www.edinburgh-inspiringcapital.com/invest/key\\_business\\_sectors/creative\\_industries.aspx](http://www.edinburgh-inspiringcapital.com/invest/key_business_sectors/creative_industries.aspx)  
e: [invest@edinburgh-inspiringcapital.com](mailto:invest@edinburgh-inspiringcapital.com)  
+44 (0) 131 529 6600



# SUPPORTING A CONTEMPORARY, CREATIVE COMMUNITY

Edinburgh's creative scene is alive with contemporary artistic spaces, while help is at hand for those wishing to enter and expand in the sector.



Above: Dovecot Studios provides flexible exhibition space in the heart of the city centre. Photos courtesy of Mike Wilkinson.

## DOVECOT STUDIOS

**Dovecot Studios is an award-winning new creative space in the heart of Edinburgh's Old Town, dedicated to contemporary art, craft and design.**

Originally established as a specialist tapestry studio in 1912, Dovecot became a leading force in the revival of contemporary tapestry in the 20th Century through collaborations with leading artists such as Henry Moore, Cecil Beaton and David Hockney.

At the turn of the Millennium, the Studio had hit hard times, but thanks to a rescue package backed by businessman Alastair Salvesen and led by footballer David Weir, the famous Studio was able to relocate to the former Infirmary Street public baths.

Today, the building incorporates five flats

and two floors of office space (one already leased to a firm of architects), two museum-quality exhibition galleries in the former pool basins, a meeting room and retail space, as well as the magnificent double height weaving floor with its viewing gallery above.

The mixed economy of the building offers a number of potential revenue streams that help contribute towards an ambitious and varied programme of exhibitions and events. The programme has already included an international exhibition of Henry Moore Textiles, the Edinburgh Film Festival and the premiere of Sandy McCall Smith's opera *Okovango Macbeth*, as well as a major Alan Davie retrospective curated in partnership with National Galleries of Scotland.

**"YOU ONLY HAVE TO COME TO EDINBURGH ONCE AND WITNESS THE EXPLOSION OF VIBRANCY AND COLOUR AS THE CITY GEARS UP FOR THE MAIN SUMMER FESTIVAL SEASON TO UNDERSTAND WHY PEOPLE WOULD BE DRAWN HERE."**

## CULTURAL ENTERPRISE OFFICE

**The Cultural Enterprise Office (CEO), Scotland's specialist business support service for creative businesses and practitioners, is core funded by Creative Scotland with partner funding from local authorities including the City of Edinburgh Council.**

Despite the economic downturn, the creative industries sector is expected to grow at a rate of four per cent over the next two years. By encouraging clients to be ambitious in their aims, resourceful in their methods and confident in their skills, CEO believes it can play its part in supporting local entrepreneurs and creative thinkers. Its 'Starter for 6' enterprise training programme provides funding support for creative businesses, up to £10,000. To date, more than 60 Edinburgh-based businesses have benefited.

CEO advisers also provide one-to-one advice sessions, supported by a comprehensive programme of professional development events. These include workshops specifically tailored for practising creative professionals to share their experiences and advice.

One artist benefiting from the CEO's input is Aimee Smeaton Brown who runs *Gorgeous Graffiti*, designing and making unique 3D wall art using lettering and canvas. "CEO has been instrumental in developing my knowledge and confidence to 'go for it,'" she said. "Knowing that specialist support, information and advice is accessible, free and presented in a 'down to earth' manner assures me that I can overcome the many challenges my small business may throw at me."



Above: the CEO has showcased the work of artists such as Aimee Smeaton Brown.

## FURTHER INFORMATION

[www.dovecotstudios.com](http://www.dovecotstudios.com)  
[www.culturalenterpriseoffice.co.uk](http://www.culturalenterpriseoffice.co.uk)

# THE AVAILABILITY OF ANGEL INVESTMENT FINANCE



The Edinburgh City Region is home to a thriving business angel community. Strong links with local universities and tax relief offered by the Enterprise Investment Scheme (EIS) enable angel investors to continue to provide essential risk capital for Edinburgh's high-growth companies.

It can prove challenging to secure the necessary funding to bring a radical new product or service to market. High-growth companies with a significant likelihood of failure may struggle to raise the capital needed to fund expansion from bank loans, particularly given the increased collateral now required by most lenders. While venture capitalists are frequently a fruitful source of funding for high-growth businesses, fixed transaction costs mean that it is typically not viable for venture capitalists to make investments of less than £1 million, leaving companies facing a potential funding gap. In this situation, companies can seek equity investment from business angels.

#### **BUSINESS ANGELS IN SCOTLAND**

Scotland has a well-established community of business angels, including a number of major syndicates. Per head of population, business angels make more investments and invest more money in Scotland than in any other country monitored by the European Business Angel Network (EBAN). Figures published by Scottish Enterprise show that business angels invested a total of £21.8 million in Scottish businesses in 2008 – 18 per cent of all risk capital received by early-stage companies.

Within Scotland, business angels primarily

invest in fast-growing emerging sectors, with the digital media and enabling technologies (DMET) and life sciences sectors together attracting 81 per cent of all angel investments in 2008.

#### **CAPITAL INVESTMENTS**

48.4 per cent of Scottish angel investments made in 2008 originated in East Scotland, reflecting the strong concentration of business angels in and around the capital. The Edinburgh City Region is home to a well-established business angel community, including respected investors such as Nelson Gray, named European Business Angel of the Year in the 2008 EBAN awards. Gray has provided backing for companies such as the biotechnology start-up ImmunoSolv, a spin-out from the College of Medicine and Veterinary Medicine of the University of Edinburgh.

At the heart of Edinburgh's business angel community is the largest provider of angel investments in Scotland, Archangel Informal Investments, whose members now make investments totalling £10 million in Scottish businesses with high growth potential each year. Since its formation in 1992, the syndicate has invested over £55 million in approximately 60 businesses.

**“PER HEAD OF POPULATION, BUSINESS ANGELS MAKE MORE INVESTMENTS AND INVEST MORE MONEY IN SCOTLAND THAN IN ANY OTHER COUNTRY MONITORED BY THE EUROPEAN BUSINESS ANGEL NETWORK (EBAN).”**



Strong links exist between local business angels and the region's four universities, which produced 50 new spin-out and start-up companies in the 2007/2008 academic year. Spin-outs from the University of Edinburgh received more than £40 million of risk capital between 2005 and 2008, significantly more than any other university in Scotland.

The Edinburgh City Region enjoys particular success in attracting investment into the burgeoning DMET sector. In 2008, companies in East Scotland received over two-thirds of all Scottish DMET risk capital, with Edinburgh and Glasgow together accounting for over 90 per cent of all DMET investments. One Edinburgh-based beneficiary was Mobiq, now the leading supplier of mobile device content optimisation solutions.

**ENTERPRISE INVESTMENT SCHEME**

Scotland's thriving business angel community can be attributed in part to the highly-favourable UK fiscal policy, with a number of schemes having been established to provide incentives for investment in small companies. Chief amongst these is the Enterprise Investment Scheme (EIS), which provides income tax and capital gains tax relief to individuals investing in unquoted companies with fewer than 50 full-time equivalent employees and assets of no more than £7 million.

Under the terms of the EIS, taxpayers can

claim tax relief equivalent to 20 per cent of the cost of equity investments in qualifying companies, up to a maximum of £100,000 each tax year. Taxpayers are also exempt from capital gains tax on any profits made on the sale of shares in qualifying companies held for longer than three years.

Incentives such as the EIS have proven popular with business angels. Figures published by NESTA and the BBAA in 2009 showed that 82 per cent of business angels had participated in the EIS, while 24 per cent of investments would not have taken place in the absence of the EIS and other incentives. HM Treasury has calculated that the EIS generated additional investment of £6.1 billion into 14,000 companies between 1994 and 2007.

With well-established networks and incentives such as the EIS, Edinburgh's business angel community is set to continue to provide essential risk capital for the companies of the future.

**FURTHER INFORMATION**

LINC Scotland: [www.lincscot.co.uk](http://www.lincscot.co.uk)  
 British Business Angels Association:  
[www.bbba.org.uk](http://www.bbba.org.uk)  
 Enterprise Investment Scheme:  
[www.hmrc.gov.uk/eis](http://www.hmrc.gov.uk/eis)

**WHAT IS A BUSINESS ANGEL?**

A business angel is an affluent individual who invests his or her personal wealth in early-stage companies in return for a share of the equity (as popularised by the BBC Two television series *Dragon's Den*). In addition to capital, business angels also provide advice, expertise and contacts.

The British Business Angels Association (BBAA) has estimated that there are 18,000 business angels in the UK, jointly investing £800 million each year. The typical angel investment is comparatively small (between £10,000 and £750,000), although some angels form syndicates in order to pool their resources and share risk, enabling them to make larger or follow-on investments.

Business angels invest in companies capable of achieving exceptional growth over a comparatively short time period – typically less than a decade. They can be willing to make risky investments, with figures from NESTA and the BBAA revealing that UK business angels lost money on over half of all investments made in 2009.

**THE BRITISH BUSINESS ANGELS ASSOCIATION (BBAA) HAS ESTIMATED THAT THERE ARE 18,000 BUSINESS ANGELS IN THE UK, JOINTLY INVESTING £800 MILLION EACH YEAR.**

**WHAT DO BUSINESS ANGELS LOOK FOR?**

LINC Scotland, the national association representing Scottish business angels, has estimated that only 20 per cent of businesses seeking business angel investment meet the necessary growth criteria.

Entrepreneurs should demonstrate:

- **High capital gains.** Business angels expect exceptional returns on their initial investment – typically at least ten times within five to seven years.
- **Clear exit route.** The business angel should have an opportunity to recover their investment through the sale or flotation of the company within an agreed timescale.
- **Credible business plan.** The company must have a realistic growth strategy and excellent knowledge of the opportunities in the target market.
- **High-calibre management.** Management must possess ambition, commitment and business acumen and be willing to take risks in order to succeed.
- **Competitive advantage.** The business must possess clear advantages over competitors and a USP that will enable it to become a market leader.
- **Saleable assets.** The business must possess assets that can be sold at a profit, such as technology licenses.
- **Working relationship.** Business angels often place premiums on developing good working relations with the management of the company.

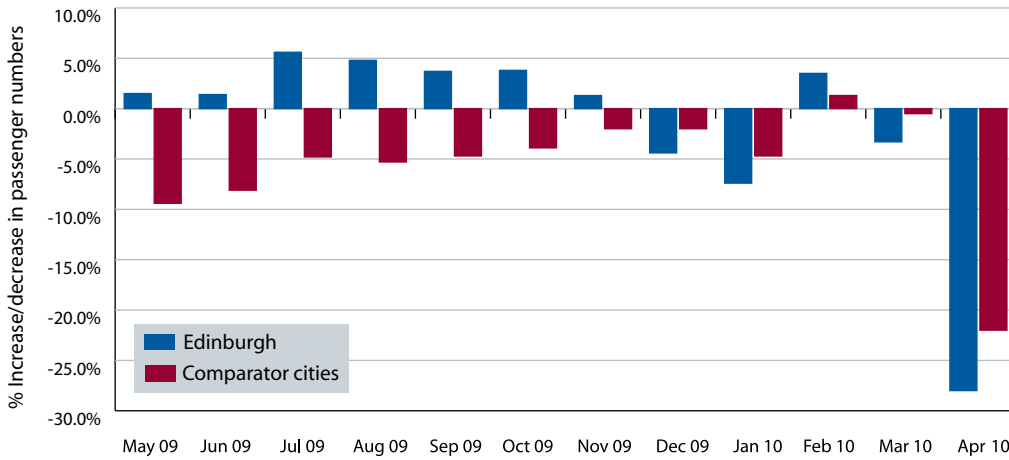
## EDINBURGH: KEY INDICATORS

	2004	LATEST	SOURCE	
<b>1) POPULATION &amp; HOUSEHOLDS</b>				
Population	453,670	477,660	1	
Households	209,094	218,774	1	
Average household size	2.12	2.18	1	
Population density (persons /km <sup>2</sup> )	1,730	1,811	1	
Natural change (births less deaths)	111	1,236	1	
Net in-migration	5,138	5,066	1	
% of population aged 16 to 64	69.6%	70.6%	1	
<b>2) LABOUR MARKET</b>				
Population aged 16+ in employment	228,800	250,200	2	
Economic activity rate (wkg age)	79.7%	80.3%	2	
ILO unemployment rate (wkg age)	5.2%	6.1%	2	
Claimant unemployment rate	2.4%	3.5%	3	
Total employee jobs	312,773	304,518	3	
Long-term (≥1 yr) as % of all unemployment	13.9%	14.6%	3	
% of pop'n aged 16-64 educated to NVQ4+	43.3% (2005)	45.1%	2	
Students enrolled in universities	51,740	53,645	4	
<b>3) WEALTH &amp; PRODUCTIVITY</b>				
Median gross annual earnings (resident population)	£19,075	£23,754	5	
Gross Value Added (GVA) (million)	£12,686	£15,304	3	
GVA per capita (resident population)	£28,019	£32,697	3	
Births of new enterprises	1,710	1,865	6	
Funds under management (all Scotland, £bn)	£325	£650	7	
<b>4) TRAVEL &amp; TOURISM</b>				
Airport passengers (arr + dep in millions)	7.99	9.04	8	
Rail passengers at Waverley station (millions)	14.22	17.57	9	
UK tourist bednights (millions)	6.1 (2005)	5.6	10	
Overseas tourist bednights (million)	7.1 (2005)	7.5	10	
Hotel room occupancy (Lothians)	77.0%	73.0%	10	
Edinburgh's world ranking for conferences	24	28	11	
<b>5) HOUSING &amp; COMMERCIAL PROPERTY</b>				
Owner-occupation (% of households)	70%	64%	12	
Housing completions	2,668	918	13	
Average annual house price	£166,207	£203,226	14	
Total number of house sales	14,893	6,933	14	
Prime city centre office rentals (£/m <sup>2</sup> )	£290.63	£301.00	15	
Office floorspace take-up (m <sup>2</sup> gross)	92,512	56,846	15	
City centre 'zone A' retail rentals (£/m <sup>2</sup> )	£2,260	£2,260	15	
Retail potential UK ranking	25	15	16	

### SOURCE NOTES

- |  |  |
|--|--|
| 1 General Register Office for Scotland | 9 Office of Rail Regulation                          |
| 2 Annual Population Survey             | 10 VisitScotland                                     |
| 3 Office for National Statistics       | 11 International Congress and Convention Association |
| 4 Higher Education Statistics Agency   | 12 Scottish Household Survey                         |
| 5 Annual Survey of Hours and Earnings  | 13 Scottish Government                               |
| 6 ONS Business Demography              | 14 Registers of Scotland                             |
| 7 Scottish Financial Enterprise        | 15 Ryden   |
| 8 Civil Aviation Authority             | 16 CACI Retail Footprint                             |

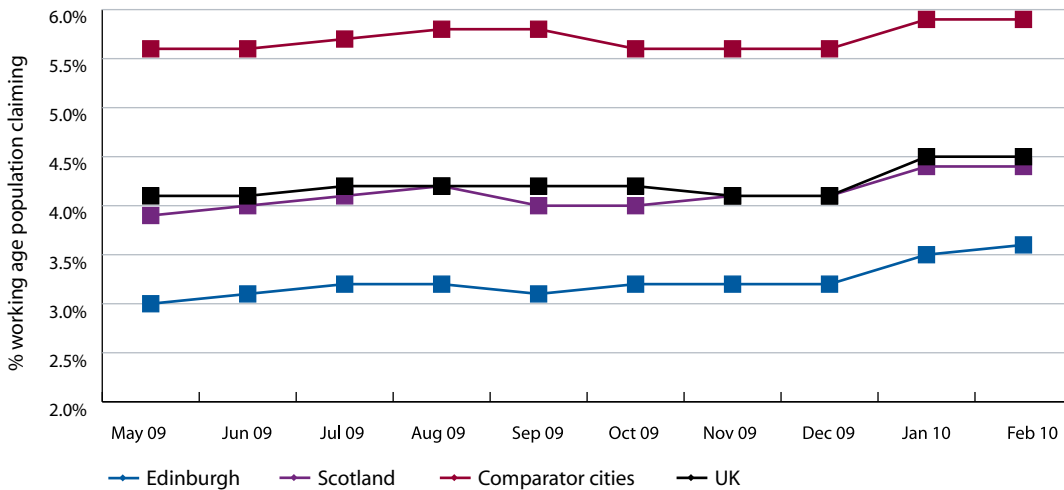
## YEAR-ON-YEAR CHANGE IN AIRPORT PASSENGER NUMBERS



**Source:**

Civil Aviation Authority. The months on the airport passenger graphs refer to the end of the three month rolling total period. The comparator cities figure is an average of year-on-year changes in passenger numbers at Birmingham, Bristol, Cardiff, Gatwick, Heathrow, Leeds, London City, Luton, Manchester, Newcastle and Stansted airports.

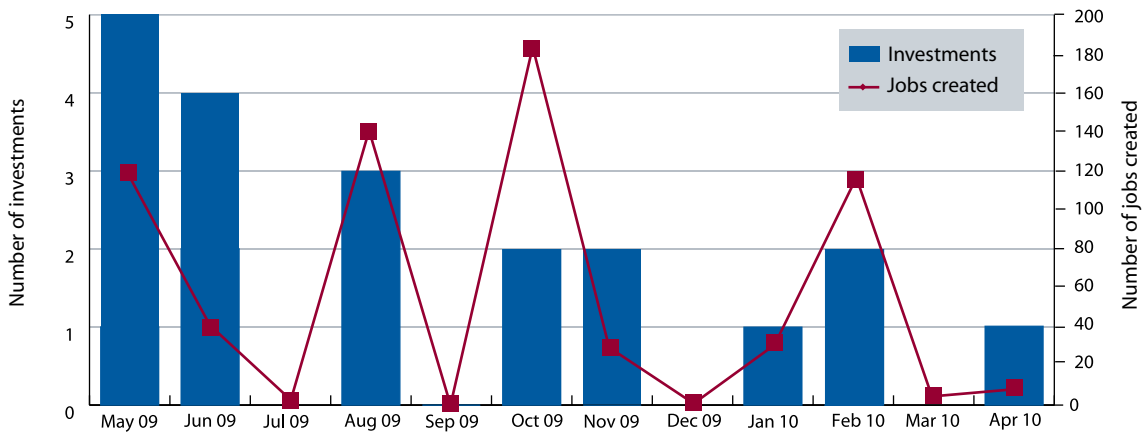
## JOBSEEKER'S ALLOWANCE CLAIMANT COUNT (%)



**Source:**

NOMIS. The comparator cities figure is an average of Jobseeker's Allowance claimant counts in Birmingham, Bristol, Cardiff, Glasgow, Leeds, Liverpool, Manchester, Newcastle and Nottingham.

## KNOWN LARGE-SCALE FOREIGN INVESTMENTS IN EDINBURGH



**Source:**

FDI Markets.

# WATERFRONT'S UNIQUE INVESTMENT OPPORTUNITIES

The regeneration of the Edinburgh Waterfront is one of the largest and most ambitious projects of its kind in Europe. The 300 hectares of brownfield land offer a unique mix of historic identity and new commercial, residential and recreational development opportunities.



## LEITH DOCKS

Leith Docks comprises Leith Harbour and the surrounding land owned by Forth Ports. The redevelopment of the 144 hectare site will provide up to 15,000 homes (including 3,975 affordable homes), 139,000m<sup>2</sup> of commercial and retail space, a new marina and 35 hectares of open public space. Major developments underway in Leith Docks include:

- Great City Attractions is in talks around the development of an 80m observation wheel that will strengthen the visitor appeal of the Waterfront. A preferred location has been identified next to Ocean Terminal.
- AWG Property has been granted detailed planning consent for a 250-bedroom hotel in the heart of the Leith Docks.
- The City of Edinburgh Council has submitted a business case to the Scottish Government for the use of Tax Increment Financing (TIF) to fund £80 million of enabling infrastructure in Leith – the UK's first ever TIF project. Four priority investments have been identified: a link road between Seafield Road and Constitution Street; a public

esplanade connecting Britannia Quay with Ocean Terminal; upgraded double gates at the entrance to Leith Harbour and a finger pier at Britannia Quay providing mooring space.

## WESTERN HARBOUR

The Western Harbour comprises 36 hectares of largely reclaimed land owned by Forth Ports. The consented masterplan supports 3,000 new homes (including 400 affordable homes), of which 900 are now completed or under construction, along with 37,000m<sup>2</sup> of new commercial and retail space.

## GRANTON HARBOUR

Owned by Forth Ports, the 33 hectare Granton Harbour site has consent for 3,396 homes (over 500 of them affordable homes), with 226 flats completed to date. There are also plans to develop 16,115m<sup>2</sup> of commercial and retail space.

## GRANTON

The 13 hectares of brownfield land between Granton Harbour and West Granton offer significant potential for

mixed-use development. Permission has been granted for over 2,900 homes, along with 184,000m<sup>2</sup> of commercial space and over 50,000m<sup>2</sup> of cultural and leisure space. To date, Waterfront Edinburgh Limited has delivered 247 new homes in Granton.

The first section of the Edinburgh Promenade, connecting Silverknowes and Granton, opened in August 2009. Construction of the section between Granton and Granton Harbour will begin this summer. Upon completion, the Edinburgh Promenade will provide a continuous 17km footpath and cycleway between Cramond and Joppa.

## WEST GRANTON

Owned by the National Grid, the 45 hectare West Granton site was formerly the location of the Granton Gas Works. 2,000 homes are now planned for the site, of which 350 are built and a further 700 are under development. A total of 75,000m<sup>2</sup> of commercial space could also be delivered in the Forthquarter, where existing developments include the award-winning £20 million 9,600m<sup>2</sup> headquarters of Scottish Gas and the £70 million, 28,000m<sup>2</sup> purpose-built campus of Edinburgh's Telford College.

## THE FUTURE

The regeneration of the Edinburgh Waterfront will ultimately deliver over 26,000 new homes and more than 450,000m<sup>2</sup> of new commercial and retail space for the city. Strong investment from a range of partners will transform the Waterfront into a world-class, thriving urban quarter.

## FURTHER INFORMATION

[www.theedinburghwaterfront.com](http://www.theedinburghwaterfront.com)  
 Contact: Stuart Seaton  
 e: [stuart.seaton@edinburgh.gov.uk](mailto:stuart.seaton@edinburgh.gov.uk)  
 +44 (0) 131 529 2410

# WHERE THE GRASS REALLY IS GREENER

Ever since urban planning visionary, James Craig, presented his first plans for the New Town, in 1766, the importance of green space within Edinburgh has been at the heart of what makes the city so distinctive.

**Nearly 250 years later, Craig's vision – a UNESCO World Heritage site since 1995 – now lies at the heart of an urban area that can class 23 per cent of its overall footprint as open space. From The Queen's Park, including the fabulous vantage point afforded by Arthur's Seat, to the Royal Botanic Garden Edinburgh; or from the city's 26 golf courses to a local wildlife reserve on Corstorphine Hill, Edinburgh's open spaces are a haven for leisure, recreation and sport, as well as wildlife.**

The City of Edinburgh Council is well aware of the value of this asset to visitors and, especially, the city's residents. It boosts the quality of life for all, with more than 1,950 hectares of significant open space accessible by the public. Easy to see then why market research by MORI recently found 92 per cent of residents expressing satisfaction with the city as a place to live, the highest for any city the company has surveyed.



Unlike many cities where development has been extensive, Edinburgh has also seen its open spaces grow – by some 220 hectares since the last comprehensive audit, in 1969. In context, that's more than enough to accommodate 200 maximum size football pitches. Add to that, the 26 per cent of Edinburgh's urban area covered by residential gardens and anyone flying into Edinburgh will immediately agree that it is literally a 'green city'.

Protecting and nurturing this resource is a priority and the City of Edinburgh Council has recently published an Open Space Strategy for the next five years. Projects such as Europe's

largest waterfront development, along the foreshore at Leith, and the urban expansion project to the city's south-west, both include new publicly accessible park space.

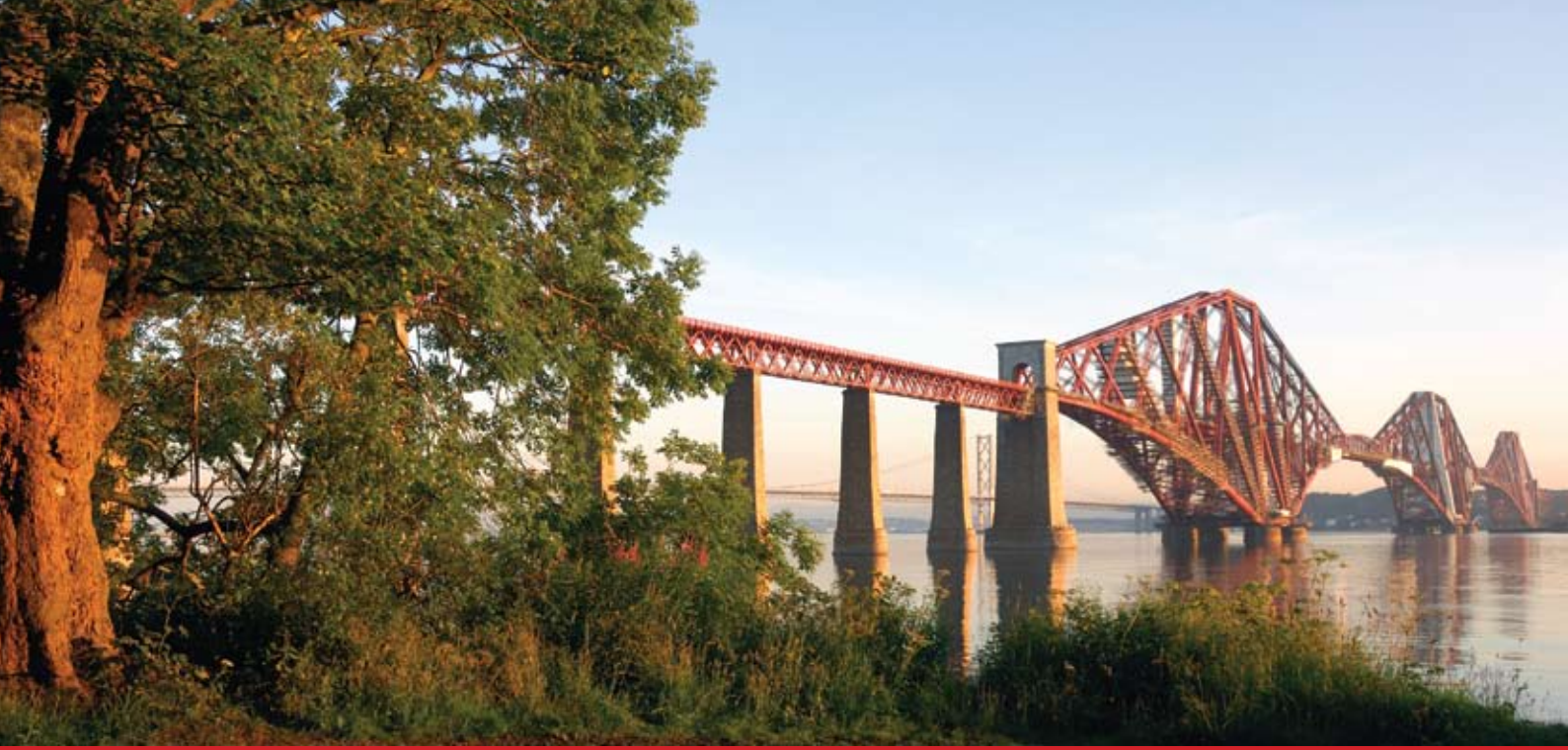
With 88 per cent of houses and flats currently within a 400m walk of 'significant accessible open space', the Plan also acknowledges that quality is as important as quantity when it comes to green space, and considers the needs of different age groups for appropriate space. There are numerous cycle paths that already criss-cross much of the open space, including The Meadows, one of the city's six 'prestige parks'.

Walk or cycle here on a summer evening and you can watch football, cricket and croquet all being played – with space for many more besides. Anyone for tennis?

## FURTHER INFORMATION

[www.edinburgh.gov.uk/internet/leisure/parks\\_and\\_recreation](http://www.edinburgh.gov.uk/internet/leisure/parks_and_recreation)





## EDINBURGH...

- 1 ...is the capital of Scotland, home to the Scottish Parliament, Scottish Government and more than 50 foreign consulates.
- 2 ...is home to six higher education institutes, including the University of Edinburgh, ranked the 15th best university in the world by *The Sunday Times* in 2010.
- 3 ...has a skilled, productive population, with more than 140,000 working age graduates – more than 45 per cent of the working age population.
- 4 ...is regularly voted as offering the best quality of life of any city in the UK.
- 5 ...acts as a gateway to Scotland, receiving more than two million domestic visitors and one million overseas visitors per annum spending close to £1 billion.
- 6 ...is home to the corporate headquarters of more FTSE 100 businesses than any other UK city bar London.
- 7 ...has a rich cultural history, with numerous attractions (including Edinburgh Castle and the National Galleries of Scotland) and UNESCO World Heritage Site and City of Literature status.
- 8 ...is the world's pre-eminent "Festival City", hosting a year-round programme of festivals with more than four million attendees annually.
- 9 ...has a resilient, diversified economy, with the lowest unemployment rate of any major UK city.
- 10 ...is well-connected, with Edinburgh Airport handling over nine million passengers travelling to more than 100 destinations each year.



HAPPY TO TRANSLATE

ترجمہ کے لئے حاضر آئیں گے اور آپ سے بہتر آواز دے سکتے ہیں  
بمسعدنا توفير الترجمة MOZEMY PRZETŁUMACZYĆ 很樂意翻譯

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