

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

As always this newsletter aims to highlight some of the events and projects that the city region brand is involved in as well as informing you of how to get involved and get more out of our Inspiring Capital.

Now that spring is in full swing, we hope that you have been making the most of the rich and diverse activities that our Inspiring Capital has to offer, such as Edinburgh's annual celebration of all the traditional arts at Ceilidh Culture, or undertaking the challenge of the Bupa Great Edinburgh Run at the beginning of May.

### Awards and Accolades

As part of the Edinburgh International Science Festival, the Edinburgh Medal was awarded to Dr Richard Horton, Editor of 'The Lancet' – the world's leading independent, general medical journal for his endless campaigning for global human compassion.

Each year, the Edinburgh Medal is awarded to men and women of Science and Technology, whose professional achievements are judged to have made a significant contribution to the understanding and well-being of humanity.

More accolades were handed out to Edinburgh, as Expedia.co.uk, the UK's largest online travel agent, identified Edinburgh as one of the top ten rated destinations in the world.

Every week Expedia gathers feedback from travellers who've just returned from their holidays. As part of this feedback, customers are asked to rate the destination they visited on a scale of 1 to 10, where 1 is poor and 10 is excellent. Expedia customers rated Scotland's Inspiring Capital as one of the best and were the only UK destination to feature in the top ten.

The final top ten destinations as rated by Expedia customers were; New York; Venice; Sydney; Cape Town; Tokyo; Barcelona; Rome; San Francisco; Edinburgh; and Singapore.

### Visit Scotland Expo 18-19 April 2007

Edinburgh was showcased to the world at VisitScotland Expo – the only travel trade event of its kind in Scotland each year. The event organised by Scotland's tourism agency, VisitScotland, showcased Edinburgh and the rest of Scotland to influential buyers from around the world, and generated an estimated £1.7 million for the local economy.



VisitScotland Expo, took place on Wednesday 18 and Thursday 19 April at the Royal Highland Hall, Ingliston, Edinburgh, and was attended by over 500 international buyers from around the world – the largest number since the event was established 27 years ago.

This was the first time the expo had been back to Edinburgh in 15 years. Around 950 exhibitors and buyers attended the gala event in The Jam House, which included performances from Scottish artists such as Horse and Ricky Ross of Deacon Blue fame. The Jam House has decided to retain the Inspiring Capital brand dressing to mark their support of the city region brand project.



### Inspiring websites on track

As mentioned in the last issue of the newsletter, the development of two websites are underway; a redevelopment of the existing [www.edinburghbrand.com](http://www.edinburghbrand.com) website and development of a new website to promote Edinburgh City Region as a place to LIVE, INVEST, VISIT and STUDY. Both websites are anticipated for launch in late Summer 2007.

### Inward and Upward - Investment

The Edinburgh Inspiring Capital brand is also feeding into the current inward investment work stream which is now increasingly active in the city. Edinburgh Inspiring Capital is co-hosting a workshop with The City of Edinburgh Council to co-ordinate the efforts of the public and private sector for inward investment purposes.

Working alongside the Council, the brand team is extensively engaging with public and private sector organisations across Edinburgh, feeding into ongoing projects to promote Edinburgh City Region as a location for inward investment. The Economic Development team in City Development have been identified as the first point of contact for inward investment enquiries in the Council. Recent activity includes the establishment of an inward investment advisory group and The City of Edinburgh Council's development of a new strategy for attracting fresh talent and inward investment.

### Upcoming Events & Festivals

Renowned as **THE** Festival City, Edinburgh continues to fulfil its promise with the upcoming Mary King's Ghost Fest, the Bank of Scotland International Children's Theatre Festival and the inaugural Six Cities Design Festival.

Mary King's Ghost Fest will be returning to Edinburgh for 2007 from **Friday 11 May to Sunday 20 May 2007**. This year's festival offers a wide range of exciting events which allow people the opportunity to explore and examine, under supervision the truly 'haunted' nature of this extraordinary city. To find out more, please go to [www.edinburghghostfest.com](http://www.edinburghghostfest.com)

The UK's largest performing arts festival for children and young people opens on **Saturday 19th May until Monday 28th May 2007** in Edinburgh before embarking on a Scottish tour until June. There are shows to suit all age groups – from babies to 16 year olds. To find out more about the programme go to [www.imaginate.org.uk](http://www.imaginate.org.uk)

The Six Cities Design Festival is a Scottish Executive initiative aimed at celebrating and raising awareness of the value of design and creativity in all six of Scotland's cities. Launched by Scotland's First Minister, the programme includes Business/Design and Learning programmes as well as a biennial Festival programme of public events, running for the first time from **17 May – 3 June 2007**. The Six Cities Design Festival in Edinburgh will focus on **Quality of Life**, offering new perspectives on how we live, work and play in the city. The Festival will include a range of events, workshops, talks, tours, exhibitions and one-off happenings that celebrate design. For further info go to [www.six-cities.com](http://www.six-cities.com)

### Other Events happening in the Edinburgh city region:

#### **Thursday 17 May 2007, 12.00 – 14.00, Grosvenor Hotel, Grosvenor Street, Edinburgh** **Glasgow & Edinburgh Collaborating to Compete**

Glasgow & Edinburgh are Scotland's largest cities: vibrant & growing pillars of our national economy and for decades have traditionally been rivals. In recent years both cities' economies have performed well and have now agreed to join forces in areas where collectively they can compete more effectively on the global stage. Laura Gordon, Edinburgh and Glasgow Collaboration Co-ordinator will give an insight into the challenges of enhancing ties between these two powerhouse cities. To find out more about this event please go to: [www.edinburghchamber.co.uk/events/index.cfm?fuseaction=event&eventcode=748](http://www.edinburghchamber.co.uk/events/index.cfm?fuseaction=event&eventcode=748)

#### **Monday 14 May East Lothian Food & Drink Trade Show - Maitlandfield House Hotel**

East Lothian Council's Economic Development Division have organised an East Lothian Food & Drink Trade Show which will be held at the Maitlandfield House Hotel in Haddington.

This event will be a great opportunity for East Lothian's food and drink businesses to source potential new customers by offering tastings and samples of their produce. Buyers from hospitality businesses in East Lothian, Edinburgh and the surrounding area will be invited. For further details, please contact Judy Pilley at East Lothian Council's Economic Development Division on 01620 827916 or email [jpilley@eastlothian.gov.uk](mailto:jpilley@eastlothian.gov.uk)

**Saturday 12 May The Linlithgow Annual Deacon's Court Street Fair** will be taking place at 3pm with lots to see and do for all the family. For Further details, please visit, [www.thebestof.co.uk/west%20lothian/events/66121](http://www.thebestof.co.uk/west%20lothian/events/66121)

### EVENT ADVANCE NOTICE

#### **Taste of Edinburgh Thursday 7 June – Sunday 10 June 2007, The Meadows, Edinburgh**

Following the success of Taste Festivals in London, Dublin and Birmingham, this year Taste is coming to Edinburgh to celebrate Scotland's pride in its fine food and drink. Taste of Edinburgh will give thousands of foodies the opportunity to enjoy the best that Scottish restaurants and food and drink producers have to offer. To find out more and book tickets please go to [www.channel4.com/tastefestivals](http://www.channel4.com/tastefestivals)

#### 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:

- Ailsa Falconer, Edinburgh Inspiring Capital Brand Project Manager +44 (0) 131 529 4449
- Marie Knock, Edinburgh Inspiring Capital Communications Manager (Marketing) +44 (0) 0131 529 4605
- Lindsey Taylor, Edinburgh Inspiring Capital Communications Manager (PR & Events) +44 (0) 131 529 4443
- Frances Spencer, Edinburgh Inspiring Capital Marketing Assistant (Administration) +44 (0) 131 529 4446
- 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**

