

# Edinburgh Inspiring Capital Newsletter, February 2008



Welcome to the latest newsletter from Edinburgh Inspiring Capital.



## Innovative Website Wows as it Goes LIVE!!!

Edinburgh Inspiring Capital and its partners are off to a great start to 2008! After 16 months of intensive development, and working with over 150 stakeholders, the first ever Edinburgh City Region website is now live. The website was launched in the Assembly Rooms on George Street, to over 160 people from the key city region sectors on Friday 8<sup>th</sup> February.

Keynote speakers included Alan Robertson, Managing Director of Jones Lang LaSalle Scotland and Councillor Tom Buchanan of the City of Edinburgh Council.

Attendance included representatives from each of the city region local authorities, private sector, culture and leisure sectors and many more.

This innovative vibrant website, [www.edinburgh-inspiringcapital.com](http://www.edinburgh-inspiringcapital.com) represents an important change in the way Edinburgh City Region markets itself around the world. Both pro-active and ambitious, the new approach will help ensure the city region continues to earn its reputation as one of the most inspiring locations in the world in which to LIVE, INVEST, VISIT and STUDY.

By providing key messages and information for the target audiences of talent, trade and tourism in one place for the first time, it enables the city region to provide a holistic overview and to cross sell its benefits to a range of audiences.

For example a company interested in investing in Edinburgh may also find the LIVE section useful for staff relocation purposes. While someone considering relocation to the area may be interested in the information presented in both the LIVE and STUDY sections of the website.





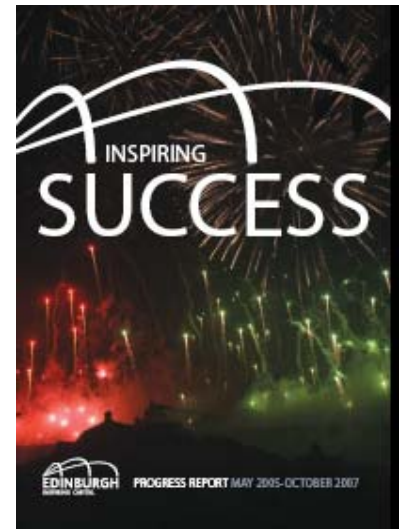
The website is also an essential information tool for organisations in the city region and can be used in many ways including;

- Acting as an introduction to the Edinburgh City Region
- Staff recruitment and familiarisation to the area
- Attracting inward investment to the area
- An information resource for organisations to use in marketing and pr opportunities such as the construction of reports and promotional articles

Be inspired and link to [www.edinburgh-inspiringcapital.com](http://www.edinburgh-inspiringcapital.com) to join the ever increasing membership of organisations flying the flag for Edinburgh and its surrounding areas.

The event also allowed Edinburgh Inspiring Capital to showcase it's achievements since launch in 2005, in the Inspiring Success – Progress Report May 2005- October 2007. This publication documents the achievements that Edinburgh Inspiring Capital and its partners have accomplished, highlighting where the city region brand has made a positive impact in promoting Edinburgh as a key city destination.

For more information on the Edinburgh City Region please go to [www.edinburgh-inspiringcapital.com](http://www.edinburgh-inspiringcapital.com).



Another recent success includes the Inspiring Capital DVD becoming the Class Winner of the Best DVD/Video at the Communicators in Business (CIB) Awards, which took place in Glasgow at the beginning of the month. The DVD was launched in January 2007 as a key marketing tool for the city region. It was produced by 20/20 Productions on behalf of the City of Edinburgh Council Development Department, along with Edinburgh – Inspiring Capital, Edinburgh Film Focus, Edinburgh Convention Bureau and VisitScotland Edinburgh and Lothians.

The DVD has an exciting introduction that highlights the best of the city region, and three other chapters that showcase the Inspiring Capital message. 'Live' aims to attract fresh talent into the city, and appeal to existing residents; 'Visit' promotes the city to leisure and business tourists, and 'Invest' is a tool for attracting investment into the city's economy, with short captions to support the images.

You can get a flavour of what each chapter has to offer by visiting [www.edinburgh-inspiringcapital.com](http://www.edinburgh-inspiringcapital.com) !



### Gateways Greet Visitors and Residents with Renewed Inspiration

Drivers coming in to Edinburgh will be met with new and inspirational boundary signs. The signs carrying the "Welcome to..." message are in a vibrant purple and are a result of huge collaborative efforts of The City of Edinburgh Council, Edinburgh City Centre Management Company, Scottish Enterprise Edinburgh & Lothian, VisitScotland, Edinburgh World Heritage and Edinburgh Inspiring Capital. The signs are now in place on every main boundary artery road to Edinburgh and offer a warm and sincere welcome to all those entering Scotland's Inspiring Capital.

### ETAG Conference 2008

The Edinburgh Tourism Action Group's sixth annual conference was held on Tuesday 19th February at Murrayfield Stadium and has been hailed a great success with 180 delegates attending and representing many of the leading hotels, tourism attraction, tourism operators and facilities in Edinburgh and beyond.

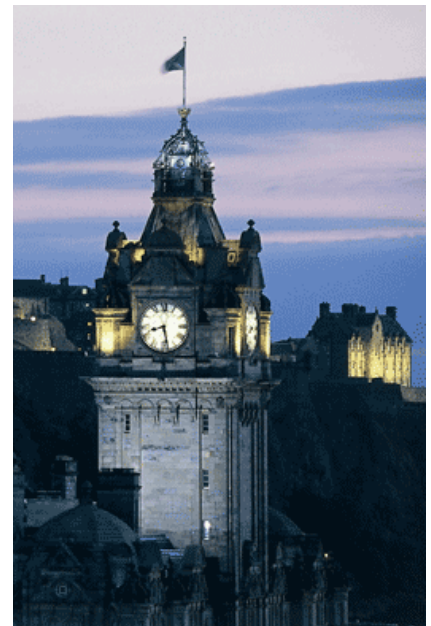
This year's conference was entitled "Learning from International Best Practice" Paul Vallee, Exec Vice president of Tourism Vancouver, Claes Bjerkne CEO of Goteborg & Co and Faith Liddell, Director of Festivals Edinburgh gave examples of best practice from around the world, with emphasis on how successful cities benefit from business collaboration, strategic direction and customer focus.

Michael Hayman, Chief Exec of the Communications Group gave advice on becoming a 'World's Top 10' visitor destination. The conference was as sustainable as possible with 'Vegware' sponsoring the event with biodegradable plates and cutlery and all the information for the day provided in a newspaper in place of the usual delegate pack.

Neil Ellis, General Manager of The Point Hotel, commented that the conference was "well organised, executed and well received". Referring to Vancouver and Gothenburg he stated that they were "very successful destinations in their own right. They've seen figures and turnover increase so we want to learn how Edinburgh can do it."

Barbara Smith, Executive Manager of Edinburgh Castle and Chair of ETAG said "It's an increasingly competitive global market so Edinburgh needs to take advice and learn from best practice around the world".

For further information on the above please go to [www.inspiringtourism.co.uk](http://www.inspiringtourism.co.uk) for further information.



### Ongoing and Upcoming Events & Festivals



#### **Ansel Adams: Celebration of Genius runs from 09 February until 19 April 2008**

This exhibition is the most comprehensive overview of Adams' career ever exhibited in the UK. Ansel Adams was one of the most celebrated photographers of the 20th century. The exhibition is curated by the prestigious George Eastman House International Museum of Photography and Film. It includes 150 original prints of photographs spanning Adams' work from the 1920s to the 1960s, from his most famous images of the American West to portraits, still life's and abstract photo studies.

A UK exclusive and the last chance to see this hugely popular exhibition before it returns to the Eastman House archive.

Admission Adults: £4.00 / Concessions: £2.50 and Family Ticket: £10.00 for further information on this and other events at the City Arts Centre please go to

[http://www.edinburgh.gov.uk/internet/Leisure/Museums\\_and\\_galleries/CEC\\_city\\_art\\_centre](http://www.edinburgh.gov.uk/internet/Leisure/Museums_and_galleries/CEC_city_art_centre)

STOP PRESS..... STOP PRESS.....

### Your Inspiring Capital Needs YOU!!

Edinburgh needs your help to get it voted onto the Global version of the world famous board game. Monopoly's Global Edition. Voting has been taking place since January 22. Edinburgh has slipped slightly in the rankings and we need a big voting effort to lift our place and ensure our place on the board!

Voting is easy and quick, and will be open until 28 February 2007. The city that receives the most votes will be placed on the highest rent property traditionally held by Mayfair.

The cities voted onto the final game board will be announced in August 2008. The new MONOPOLY *Here & Now: World Edition* will be available in stores around the world in autumn 2008. Let's work together to make sure that Scotland's Inspiring Capital is on the global edition.

To make your vote counts go to [http://www.monopolyworldvote.com/en\\_US/world](http://www.monopolyworldvote.com/en_US/world).



### 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.
- To strengthen the city region message please link to [www.edinburgh-inspiringcapital.com](http://www.edinburgh-inspiringcapital.com)
- 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
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**L to R Marie Knock, Lindsey Taylor, Frances Spencer, Ailsa Falconer**