

Edinburgh Inspiring Capital

Newsletter, November 2007



Welcome to the latest newsletter from Edinburgh Inspiring Capital.

We are thrilled and proud to share with you the city's many recent award winning successes! By reading about some of the events and projects that the city region brand is involved in, we hope to inspire you to find out more about the Edinburgh City Region Brand, how get involved and get more out of our Inspiring Capital.



Simply Inspiring! Best Place to Live in the UK
17 October 2007 saw Edinburgh scooping the top spot for the Best Place to Live in the UK by Channel 4's flagship property programme Location, Location, Location. Based on statistical information on crime, environment, lifestyle, education and employment, Scotland's capital is second to none.

Presenter Phil Spencer said: "There is such a huge variety of things to see and do in Edinburgh – from amazing architecture, fabulous scenery and beautiful walks to exclusive shops, Michelin-starred restaurants and world-class events and

festivals. It is no wonder the city is the top place to live in the UK." For the full listings and further information, go to <http://www.channel4bestandworst.com>

The Inspiring Capital Tops Travel Awards

Edinburgh has been named the favourite UK city in the Guardian/Observer Travel awards for a remarkable eighth consecutive year. The readers awards, were announced at a ceremony in Seville, Spain on Sunday 28 October 2007.

With it's stunning architecture, stylish hotels, great restaurants and world class galleries, museums and festivals, Edinburgh topped the poll again this year with an impressive score of 90.4 per cent, based on the quality that visitors felt they received on their holiday.



For further information on the travel awards go to

<http://www.guardian.co.uk/travel/2007/oct/29/travelnews.travelawards2007>

Edinburgh City Region a Winner for Enterprise and Excellence!

Edinburgh Science Triangle (EST) has been announced as the Scottish winner of the Enterprising Britain 2007 Awards. Edinburgh Science Triangle, a collective of seven of the Lothians' leading science and technology parks, beat off stiff competition from eight other nominees from across Scotland.



EST has already achieved its primary aim of securing a place in the world's top 20 science parks and now aspires to become one of Europe's top 10 research and development locations. EST has attracted Scottish companies such as Viragen, Lux Biotechnology and Alba Bioscience, as well as major multi-nationals such as Johnson & Johnson and Charles River Laboratories.

This collaboration is an excellent example of how the region is combining the academic strengths of its world-class universities, with its global strengths in key industries such as life sciences, technology, energy and informatics

For further information on this award and EST, go to <http://www.egovmonitor.com/node/14763>

Striving to provide excellent staff quality of life

Edinburgh retained first place in the categories of quality of life of employees and freedom from pollution in the UK Cities Monitor 2007. The monitor by Cushman and Wakefield, a leading global property consultant in the UK operating from offices in City and West End of London, Thames Valley, Manchester, Glasgow and Edinburgh, surveys 200 UK companies' senior managers or board members with responsibility for location decisions.



Edinburgh increased its position by moving from 11th to 8th place as "best place to locate a business today". However, the city moved down to last place in terms of availability of office space and value for money of office space.

These challenges can be overcome by aiming to give more clear and concise information on property in and around the Edinburgh city region and challenging perceptions in a number of areas; this is one of the goals of the new Edinburgh Inspiring Capital website, due for launch in early 2008.

Please go to

<http://www.cushwake.com/cwglobal/jsp/newsDetail.jsp?repld=c11800001p&LanId=EN&LocId=GLOBAL> to find out more about the UK Cities Monitor.

Edinburgh Nets 2008 Euro Basketball Championships

Edinburgh has been chosen to host the 2008 Men's European 'C' Basketball Championships after a successful bid by the City of Edinburgh Council. Basketball Scotland confirmed this week that the event will take place at the Pleasance next June.

The Championships which are among the last major competitions before the Olympic Games in Beijing will run from Monday 16th June to Sunday 22nd June bringing together eight top teams from across Europe.



The last European Championships to be held in Scotland was in Aberdeen in 2005 where Scotland's Under 18 women were triumphant but this is the first Senior Men's competition to be hosted in here.

For more information, contact <http://www.basketball-scotland.com>

Talent and Skills Questionnaire

In an innovative collaboration Jewel & Esk Valley College has established a partnership with Midlothian Enterprise Trust through their subsidiary, Essential HR.

This collaboration has been formed to pull together experience, skill, knowledge and business contacts in order to enhance the opportunities and benefits to offer local employers and students.



They are looking for local organisations to complete a questionnaire to help them achieve a clearer understanding of the employment skills which local companies require from prospective employees.

Any information you provide will be kept secure, confidential and used solely for the purpose of this research.

Please follow the link below to the short questionnaire.

http://www.surveymonkey.com/s.aspx?sm=jZbBTzm8dZcGdAPFd3Z7lQ_3d_3d

Please do not hesitate to contact Emma Shaw Project Administrator if you wish to discuss any aspect of the project. 0131 561 6320 or email emma.shaw@met.org.uk

Upcoming Events in the Edinburgh City Region

Thursday 15 November 2007

Edinburgh Solicitors Property Centre (ESPC) First Time Buyers Evening

The ESPC is having a first-time buyer exhibition on **Thursday 15 November 2007** at their George Street showroom from 5 to 7pm with lots of information and benefits for first-time buyers. Complimentary refreshments, a free prize draw, duty solicitors will be on hand to offer information and discounted legal fees there will also be free financial advice available on the night.

To pre-book a FREE appointment with Moneymanagement to discuss your mortgage/personal finances, email <http://www.espcmoneymangement@espc.com> or call 0845 11 11 911. (book early as spaces are limited)

Friday 16 November 2007

What: Big Business Breakfast

Where: MacDonald Houston House Hotel, Uphall, EH52 6JS

When: 08.00am-10.00am

For more information on this event please contact Derek.Rae@WestLothian.gov.uk

Thursday 22 November 2007

What: Edinburgh's Christmas Light Night

Where: East Princes Street Gardens, City Centre

When: 22 November. 17:15

Cost: Free event

More Information - Light Night marks the official opening of all Edinburgh's Christmas attractions, including the famous Edinburgh Wheel, carousel, markets and winter wonderland ice rink. The evening starts with an ice skating show on the new outdoor ice rink and culminates with the switching on of the lights on the 13.5m tall Norwegian Christmas tree, a gift from the people of Hordaland, Norway, and over 200,000 individual lights are switched on around Princes Street.

For further information please go to <http://www.edinburghschristmas.com>

Thursday 22 November 2007

'Hans' on Conferences

Business tourism is worth £911m to Scotland, and accounts for 21% of total tourism. Edinburgh's Edinburgh International Conference Centre (EICC) has built an international reputation for business excellence in attracting and delivering memorable conferences and events. Hans Rissmann OBE, its Chief Executive, is the keynote speaker at this inspiring event.

Tuesday 27 November 2007

'A New 'Dawe' for Edinburgh' Breakfast Connections

By her own admission, Jenny Dawe accepts there's a big difference between opposition and power when it comes to leading a city as diverse and powerful as Edinburgh. The Liberal Democrat Councillor found herself leading the City Council in partnership with the SNP after May's local elections. Since then, difficult decisions have been confronted and the Council Leader has rarely been out of the news. This is a chance to hear the inside story on the first 100 days from Jenny herself.

For further information on both these events go to <http://www.edinburghchamber.co.uk/events/>

Commit to Get Fit in 2008

Edinburgh is a city that buzzes with activity year round and why not get involved and kick off 2008 with a healthy start!

Holyrood Park, Edinburgh. Saturday January 12th, 2008

The popular BUPA Great Winter Run takes place on Saturday 12th January. The 5k road run around the famous Arthur's Seat will welcome runners of all abilities aged 14 and over to Edinburgh for a great day of running in Holyrood Park.

The event is one of a number taking place in the park including the Tesco Junior Great Winter Run and in March 2008 the Great Edinburgh International X Country which is again expected to attract the world's best elite athletes to take part in what is widely regarded as the best non championship cross country event in the world.

If you enter the BUPA Great Winter Run you will also receive a discounted entry for the Tesco Junior Great Winter Run. To enter the BUPA Great Winter Run, go to <https://entry.greatrun.org/EventInformation.aspx?StreamId=6>

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 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
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L to R Marie Knock, Lindsey Taylor, Frances Spencer, Ailsa Falconer

