

Welcome to the latest newsletter from Edinburgh Inspiring Capital.

We aim to highlight some of the events and projects that the city region brand is involved in as well as informing you of how you too can get involved and get more out of our Inspiring Capital.

Invest in the Inspiring Capital's hot properties

Edinburgh has been named as one of the top locations in the UK for property investment. The list of investment "hot spots" - compiled by a leading buy-to-let investment company - has identified the Capital as the most attractive property investment prospect outside London.

Edinburgh came ahead of up-and-coming English cities such as Birmingham and Manchester.

Edinburgh's property market success is linked to a thriving business community and an established, traditional housing rental market; additionally the benefits of the city's strong tourist trade and education were highlighted as providing incentives to potential investors. The forthcoming Waterfront regeneration project in Leith also makes Edinburgh an attractive prospect. Further proof that the Edinburgh city region is **the** destination in which to live, invest, study and visit!

Edinburgh's Hotels show their support

We are able to bring you a couple of example of brand ambassadors in action.

Edinburgh Principal Hotel Association members, the Radisson on the Royal Mile and The George Hotel are displaying their support for the brand and the city, by wearing their lapel pins and are aiming to live brand values in their approach to customer care and quality service delivery.

We say, keep up the good work!



Edinburgh's Enterprising Electronic Press Kit

Edinburgh Inspiring Capital and the Book, Fringe, Film and International Festivals collaborated to produce an electronic media kit. The contents of EPK are high quality, broadcast able footage of both the Festivals and Edinburgh. This joint project has been produced as a marketing tool to attract sponsors and to assist the media both nationally and internationally to further raise the profile of each Festival and Edinburgh.

Should you wish a copy or wish to find out more please, contact +44 (0)131 473 2020 or email press@eif.co.uk



Blooming Beautiful

The Edinburgh City Region can boast being an award winning beautiful destination. At the Beautiful Scotland Awards North Berwick scooped the top prize, the seaside town won the prestigious 'Rosebowl' award - the top prize - as well as best coastal town and a Visit Scotland tourism award. Edinburgh also won a Class Award – High Flats Village Trophy went to Hailesland Park.

Congratulations all round to a city region that is blooming beautiful!

Visitors Warmly Welcomed by Inspirational Screens at cruise liner terminal

Edinburgh Inspiring Capital and Forth Ports have collaborated to produce 15, 6ft x6ft screens of vibrant and magical images of Edinburgh. The terminal receives over 30, 000 passengers each year. The screens carry an inspiring quote, relating to the city region along with brand colours and logo. Cruise passengers entering Edinburgh they will now receive a warmer welcome to Scotland's capital city and its surrounding areas.



Edinburgh's Hogmanay gears up for '08

Tickets, packs and passes for this year's **Edinburgh's Hogmanay** celebrations are released to the public on Saturday 6 October at 10am. For the four days of Hogmanay from 29 December until 1 January, the city will be buzzing with vibrant and diverse public events and something for all the family, including the highlight of our celebrations - the world-renowned Edinburgh's Hogmanay Street Party seeing in 2008 in Princes Street, underneath the Castle.



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For further information, please, go to www.edinburghshogmanay.com; at our ticket hotline on 08700 40 40 10 or in person at Tickets Scotland, 127 Rose Street, Edinburgh. Confirmation of prices and timings are all listed there.

Upcoming events

Edinburgh Sculpture Workshop (ESW)

Celebrating 20 years, ESW was set up in 1987 to support artists, by providing specialist equipment, affordable studio space and professional support staff. They offer training and employment opportunities also and help promote artists work through exhibitions and networking events.

ESW also aims to provide opportunities for the wider community to learn new skills and be inspired by sculpture and contemporary visual art through workshops, talks, exhibitions and community art projects across the city. Starting on the 15 October there will be courses in sculpture, jewellery making and glass working.

To find out more go to www.edinburghsculpture.org or contact 0131 5574490.

The Best Business Decision – Business Scotland 2007

Edinburgh Inspiring Capital will be a supporting partner of the Business Scotland 2007 event. This event is all about gaining new contacts and generating sales to grow your business.

Last year, its first in Edinburgh, Business Scotland was a great success attracting, 80 exhibitors and almost 1,500 visitors, ensuring its place as a key date in the business community calendar.

Business Scotland allows exhibitors to maximise their full potential through raising awareness, providing networking opportunities, and driving increased sales, all under one roof.

Whether you are an SME or a large corporate organisation, the benefits of exhibiting or visiting are clear and this is an opportunity to develop and grow your business that you would be mad to miss out on.

Business Scotland is a business directory brought to life, representing the broadest cross-section of the regional business community.

To discuss exhibiting and sponsorship opportunities at Business Scotland 2007, please contact 01823 250556 or 01823 250579. Alternatively, email your enquiry to sales@jobserveevents.com.

Edinburgh Chamber of Commerce October Event

Tuesday 30 October 2007 Party on Pete! A Unique Approach to Events Since 1991, Unique Events and its owner, Peter Irvine have created a large range of events throughout Scotland, including concerts, sports events & street parties including the world famous Hogmanay celebrations. Unique's expertise is based on thoroughness & creativity, two qualities that deliver a memorable event. Pete's approach to event management has delivered sustainable economic benefit to Edinburgh & communities throughout Scotland. Book by 22nd October to receive the Matchmaking service! For further information go to www.edinburghchamber.co.uk

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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.

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

