

# Edinburgh Inspiring Capital

## Newsletter, September 2007



September sees Edinburgh being named amongst the top five cities in the UK in a prestigious travel poll for the third year in a row. The Inspiring Capital was voted second in this year's Condé Nast Traveller survey. Since the awards began in 1998, Edinburgh has always made the top ten list and has topped the coveted list three times in the past nine years.

Cultural events are always around the next corner in Edinburgh and perhaps a trip to a museum or gallery may be of interest to you. The world class exhibitions of Picasso and Warhol, at the National Museum of Scotland and National Galleries of Scotland continue to run until October.

This newsletter aims to highlight some of the other events and projects that the city region brand is involved in. As usual we aim to let you know how to get involved and get more out of your Inspiring Capital.

### New Festival & Events Images

We now have new images to add to our vibrant image library. The new images capture and reflect the energetic buzz and magical festival atmosphere.

The image library consists of a rich and diverse range of images covering the four main audiences of Edinburgh Inspiring Capital, LIVE, INVEST, VISIT and STUDY.

These new and existing images can be found from mid September at

[www.edinburghbrand.com/brand\\_toolkit](http://www.edinburghbrand.com/brand_toolkit). After a very quick and easy registration process, these images can be obtained at no cost to you, the user. We ask that you credit the image with Courtesy of Edinburgh Inspiring Capital or use our logo alongside the chosen image(s).



### Event Branding

We hope that when you have been attending some of the events in the Edinburgh city region, you will have noticed the bright and lively banners, flags and pop-ups carrying the Edinburgh Inspiring Capital logo and colours.

If you are organising an event, conference, exhibition or open day, then you too may be able to use the Edinburgh Inspiring Capital materials to enhance your event. The benefits carry on to also becoming part of the larger "voice" promoting Edinburgh and her surrounding areas to residents, visitors and businesses. To find out how to use these materials please email [info@edinburghbrand.com](mailto:info@edinburghbrand.com) or call 0131 529 4446



### Update on Connecting the Inspiring Capital



Edinburgh has a history of innovation and is constantly striving for excellence. This includes a transport system fit for the future. The trams are on their way and once here they will not only change the face of Edinburgh but also the way people move around the city.

Work began in July on the preparation for diverting all the utility cables, pipes and wires. Utilities need to be moved from beneath the roads and other surfaces before the tram lines can be placed.

Although the construction of this major transport infrastructure is well underway Edinburgh is still very much open for business as usual. Trams for Edinburgh are working closely with businesses along the tram route in giving them as much support as they need during this time. They are also working to ensure that the businesses as well as the general public are kept up to date with activities and any potential changes to traffic management. For more information visit [www.tramsforedinburgh.com](http://www.tramsforedinburgh.com)

### Chamber of Commerce Warmly Welcomes Anniversary Member

A special event took place at the Edinburgh Chamber of Commerce AGM 30 August. The Chamber, founded in 1786 made a special presentation to Scott Sharkey, Chief Executive, *Sharkey* to recognise their signing as the 1786th member of the Chamber.

On this prestigious, he said: "I have agreed to sign up as a Partner in Enterprise with Edinburgh Chamber because I am convinced of the opportunities they offer to help us grow our business, by rooting for the causes we hold dear and creating the networking opportunities which will lead us to new clients."

To find out more about the Edinburgh Chamber of Commerce please go to [www.edinburghchamber.co.uk](http://www.edinburghchamber.co.uk)



### Ten Edinburgh Tourism Businesses Toast Success in Tourism Awards Shortlist

Edinburgh continues to strive for excellence with ten city based businesses, making it onto the shortlist of this year's VisitScotland's Scottish Thistle Awards.

Unique Venues of Edinburgh, The Radisson SAS Hotel, Haggis Adventures, RBS Caledonian Challenge, Lothian Buses, Our Dynamic Earth, The Real Mary King's Close, The Town House Company, Rabbie's Trail Burners, and the Forth Floor at Harvey Nichols are among 35 top tourism businesses which have made it through to the finals of VisitScotland's prestigious awards this year.



The Radisson SAS Hotel; Our Dynamic Earth; and Rabbie's Trail Burners have all done exceptionally well, making the shortlist for not one but two of the celebrated awards.

Another finalist this year, Mary King's Close, is celebrating making the shortlist for the awards for the second year in a row. The Awards Ceremony and Gala Dinner will take place on 26 October 2007 at the Edinburgh International Conference Centre.

Further information is available via the website: [www.scottishthistleawards.co.uk](http://www.scottishthistleawards.co.uk)

### Inspirational Awards

Taking place on Wednesday 19 September 2007, at the Festival Theatre is the Arts & Business Scottish Awards. These awards recognise, reward and encourage exemplary partnerships between business and the arts.

The 2007 short list was announced in July and includes business and arts partnerships from Orkney to Germany across a wide range of art forms. Edinburgh Inspiring Capital will have a presence at the event and the winners will be announced at the awards dinner, when 390 guests will gather on the stage of the Edinburgh Festival Theatre. The winning partnerships will be presented with specially commissioned awards pieces created by artist and jewellery designer Ruth Chalmers, as pictured.

To visit the Arts & Business website for a full list of the short listed partnerships in 7 categories, please go to [www.AandB.org.uk/scotland](http://www.AandB.org.uk/scotland)



### East Lothian Food & Drink Festival: Friday 28 September – Sunday 30 September



The successful East Lothian Food & Drink Festival once again brings you a varied programme of events held in stunning venues. Since starting in 2001, the Food & Drink Festival has grown in stature each year with both participants and visitors.

The Festival continues to be an important occasion to showcase East Lothian's quality food and drink and highlight the diversity of local produce to festival goers. North Berwick Slow Food Fair, a family Food & Fun day at Dirleton Castle, an evening with local author Peter Kerr and one of Glenkinchie Distillery's infamous ceilidhs will all feature in the 3 day Festival. Add to this a generous helping of wonderful places to eat and buy quality East Lothian produce and you have all the ingredients for the region's premier food and drink event.

For a full programme of events please go to [www.eastlothian.gov.uk](http://www.eastlothian.gov.uk) or [www.visiteastlothian.org](http://www.visiteastlothian.org)

### Favourite Things – Exhibition 10 September to 10 November 2007



This exhibition is an innovative and interesting photographic exhibition which explores the notion that everyone has a 'favourite thing', something that inspires and holds a special place in his or her heart. Examples featured in the exhibition include items ranging from instruments to shoes and ipods.

The exhibition is unique and eclectic. It runs from 10 September to 10 November 2007, at Sala Bar 60 Broughton Street.

To find out more information contact Victoria Wright at [info@victoriawrightphoto.com](mailto:info@victoriawrightphoto.com), or 07723-301-881

#### Join with us

We hope that you have enjoyed reading about all the rich and diverse activities that 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.

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