

Welcome to the latest newsletter from Edinburgh Inspiring Capital.

We, in the Edinburgh Inspiring Capital team hope that you enjoyed our Winter 06 edition of the newsletter and would like to thank you for the feedback on the newsletter. In this newsletter we are highlighting 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.

Winter Festivals 06/07

Edinburgh's Hogmanay 2006/07 was a four day festival that started off on 29 December in a blaze with the spectacular Torchlight Procession. Thousands gathered together to follow a Viking long-boat up to the top of Calton Hill where it was ceremoniously burnt, along with a pyrotechnic display of the Inspiring Capital logo lighting up the night sky.



Unfortunately, The Royal Bank Street Party, The Concert in the Gardens and The Ceilidh in the Gardens were cancelled due to adverse weather conditions which hit the whole of the UK. However festive revelers sought refuge in many of Edinburgh's award winning bars and restaurants to bring in the New Year!

DVD showcases the Inspiring Capital

Major public and private sector organisations now have a new dynamic and modern marketing tool to promote the city region. A new DVD has been created by 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 was launched on 31 January 2007.



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. Also included, on this DVD is an exclusive feature.

The City of Edinburgh Council in partnership with Scottish Enterprise Edinburgh and Lothian produced a vibrant and imaginative Inspiring Events DVD, which aims to give you a brief insight to the rich diversity of events hosted in the Scottish capital in recent years, and market Edinburgh as an events destination.

Visitors Welcomed by inspirational sign on new Council HQ

Train passengers entering Edinburgh are now to be greeted with a new 5m X 2.5m sign of the Edinburgh Inspiring Capital logo affixed to Waverley Court, the new City of Edinburgh Council headquarters located on Market Street. Illuminated at night this sign offers a warm and sincere welcome to all those entering Scotland's Inspiring Capital.



Edinburgh Inspiring Capital appoint Conkerhouse

Edinburgh Inspiring Capital is delighted to announce the appointment of Conkerhouse as the team's technical partner for the pending website development projects. Two new websites are planned for 2007, a re-development of www.edinburghbrand.com and a new Edinburgh city region website which will showcase the strengths of the city region as a place to LIVE, INVEST, VISIT and STUDY.

Edinburgh keeps on track with GNER

Some of Edinburgh's most recognisable landmarks featured in a recent advertising campaign promoting the capital and GNER's lowest rail fares.

Targeting commuters in London, the joint campaign encouraged people to take a short break in Edinburgh and discover the city's award-winning attractions, history and culture.

The campaign saw 48-sheet promotional posters appear at 100 selected London Underground sites between 29 January and 11 February. It was supported by cross-promotional links on the home pages of www.gner.co.uk and www.edinburgh.org.

This advertising feature is the first time that VisitScotland Edinburgh and Lothians, GNER and Edinburgh Inspiring Capital have worked together on this type of campaign.

Scotland & Medicine: Collections and Connections Project Longlisted for 2007 Gulbenkian Prize

For the second consecutive year a museum or gallery in the Edinburgh city region has been longlisted for the prestigious Gulbenkian Prize. This prize is given annually for museums and galleries anywhere in the UK, and is open to a wide range of projects, both large and small. This year's longlist will compete for the coveted £100,000 prize and includes engaging art and design, exceptionally high-quality collections, and substantial specialist archive holdings, demonstrating the range of the Prize and the fact that it places as much emphasis on scholarship as on popular display.

Scotland & Medicine: Collections and Connections is a Scotland wide museums partnership led by Surgeons' Hall Museum in Edinburgh, promoting Scottish medical collections to local, national and international audiences. To vote go to the 24hour museum site <http://www.24hourmuseum.org.uk/nwh/ART43382.html> and/or by going to <http://www.thegulbenkianprize.org.uk/2007/longlist.htm> and posting your comments.

The four short-listed museums for the 2007 prize will be announced in early April. The winner will be announced on Thursday 24 May at the Royal Institute of British Architects in London during Museum and Galleries Month 2007.

Upcoming Events & Festivals

Spring has sprung in the Inspiring Capital and that can only mean that the first festivals in our world famous Festival city calendar are here to entertain and inspire us.

From the 24 March to 15 April 2007 is the Ceilidh Culture Festival. This annual event showcases the best of home-grown talent alongside acts from across the world, with local performers as well as international stars from all sectors of the traditional arts. For tickets and further information please visit www.ceilidhculture.co.uk

edinburgh international science festival



From the 2 – 15 April 2007 is the Edinburgh International Science Festival. The UK's largest Science Festival is back with one of the most exciting line-ups in the Festival's 16 year history. The Science Festival is a fabulous place for the curious, the imaginative and the energetic - a fabulous place for everyone, with events pitched at all levels, all ages and all purses. On offer are 10 days of non-stop shows, workshops, presentations, hands-on activities, exhibitions and tours designed to amuse and entertain. Book online at www.sciencefestival.co.uk or call the Ticket Hotline on 0131 557 5588.

Other Events happening in the Edinburgh city region:

Until Sat, 31 Mar 2007 Keep the Home Fires Burning - Library Exhibition

An exhibition by the Scottish Mining Museum celebrates Scotland's Bevin Boys, the forgotten conscripts of World War 2. Named after the Minister for Labour and National Service, Ernest Bevin, the Bevin Boys were young men conscripted to work in the coalmines from December 1943 until after the war. Chosen at random from young conscripts, approximately 10% of all conscripts between 18 - 25 were picked to work down the mines; they ensured that Britain had essential fuel supplies during the war. Bevin Boys were picked at random according to their draft number. They came from diverse backgrounds, so anyone from labourers to public school boys worked down the mines. This exhibition remembers some of Scotland's Bevin Boys and their experiences of working underground

For further information, please contact: Sarah Vince, Museums Development Officer, West Lothian Museums Service on 01506 776347 or e-mail: museums@westlothian.gov.uk

20 March 2007 Business Insight Events Tourism Growth

This event will examine how events contribute to the Scottish tourism sector. We'll explore what makes a good host - and how local businesses can benefit. A speaker from MTV, which held its Europe Music Awards in Edinburgh in 2003, will attend.

The keynote speaker will examine what made the MTV event a success and what makes a good host city. Participants will gain advice and tips on how to capitalise on event opportunities within their own businesses.

The cost to attend is £40 plus VAT, per delegate.

To book, call Katharine on 0141 357 2235 or email: katharine@starkeventsuk.com

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
- Marie Knock, Edinburgh Inspiring Capital Communications Manager (Marketing) +4 (0) 0131 529 4605
- Lindsey Taylor, Edinburgh Inspiring Capital Communications Manager (PR & Events) +44 (0) 131 529 4443
- Frances Spencer, Edinburgh Inspiring Capital Brand Project Assistant (Administration) +44 (0) 131 529 4446
- Email the team at info@edinburghbrand.com