

OPEN FOR BUSINESS:



#### DECEMBER 2008 UPDATE

You will see from Princes Street Gardens that Christmas is drawing ever closer and the Christmas Winter Wonderland is now in full swing until Sunday 4 January. The city will be drawing the crowds in over the festive period and the Tram Open for Business team want to ensure that people know about the great shopping, great buses and park and rides, parking offers and that shoppers have a temporary respite from tram works in various parts of the city.

November 2008 saw the first ever shopping podcast guide launched and we're running lots of advertising during December to encourage people to enjoy the shops. We've also been getting lots of media coverage for many many businesses – from book shops to beauty salons – in local and national newspapers. Plus we are running shopping advertorials in newspapers in and around the central belt/East Coast. Find out about other activities below.

\*\*Note that the tram works are temporary suspended during December, with the exception of Haymarket, and the Mound has reopened.\*\*\*

**Who are we?** The tram 'Open for Business' marketing team is chaired by Graham Birse of the Chamber of Commerce and includes reps from the City of Edinburgh Council, Federation of Small Businesses, the City Centre Retail Forum, Essential Edinburgh (Business Improvement District), Lothian Buses and tie. Burt Greener PR has been working on the marketing plan for the next two years and we will be able to give you more details soon. The group was set up to support shopping and business areas with marketing while the tram construction is underway. The group does not specifically deal with any forms of financial support to individual businesses, as this is managed by tie.

**How you can help.** Please share this email with colleagues – on notice boards or by email - so that we can spread the word on what is happening.

#### STV ADVERTS

Between 1<sup>st</sup> – 8<sup>th</sup> December, STV ran adverts to encourage people to come into the city. They highlighted Christmas shopping in the city, suspension of the tram works for December, free on-street parking, buses and park and rides.



If you missed the advert you can still view it at:  
[http://www.edinburgh.gov.uk/internet/Transport/Public\\_transport/CEC\\_trams\\_for\\_edinburgh](http://www.edinburgh.gov.uk/internet/Transport/Public_transport/CEC_trams_for_edinburgh)

#### RADIO FORTH CITYWIDE PROMOTION

Radio advertising to promote the whole city ran from 1- 5 December, with pre-promotion from the 26 November. This promoted The West End, City Centre and Leith plus the comprehensive bus network, free parking in selected city centre streets and an embargo on city centre road works. Competition prizes were supplied by Covet (accessories), Oscar and Fitch (glasses), Boobytrap Boutique (underwear), Ma Maison (homewares) and Royal Artizana (homewares and gifts) – so many thanks!

## PROMOTION OF CHRISTMAS SHOPPING - ADVERTORIALS

To promote Christmas shopping in Edinburgh, the podcast and the tramworks suspension to shoppers outside of Edinburgh, advertorials are due to run in The Fife Free Press, East Fife Mail, Glenrothes Gazette, St Andrews Citizen, Fife Herald, Fife Leader (South), Fife Leader (North), Dunfermline Herald & Post, Dunfermline Press & West Fife Advertiser on a variety of dates from 3rd -11th December

## DOWNLOADABLE VOUCHERS AND PROMOTION FOR LEITH

From 8th – 21 December, Forth One are hosting a two week campaign promoting downloadable vouchers for discounts and special offers from businesses in Leith. They will be setting up a dedicated Leith Traders webpage on their site featuring downloadable vouchers from various Leith traders. Forth One will also feature a competition to win an online prize.

Interviews have been recorded with six retailers in Leith and they are providing prizes for the online aspect. Many thanks to Valvona & Crolla, Mad Jack's Back, Zest Beauty, David at Artisan Furniture, Richard at Leith Cycle Co, Rocco Venezia and Jamie at Leith Framing.

Traders in Leith have welcomed the online voucher scheme and is proving to be popular – around 60 traders in Leith have signed up already.

The vouchers can be downloaded from Forth One:  
<http://www.forthone.com/Article.asp?id=1024599&spid=20472>

Thanks to Gordon and Alan at the Leith Business Association who helped to promote the offer amongst the retailers

The Leith Walk and Constitution Street embargo will commence on 12th December until 19th January 2009



## LOTHIAN BUSES FESTIVE TIMETABLE

Lothian Buses will be operating buses right through the festive season including buses on Christmas Day and Hogmanay. Full details can be found in their Christmas and New Year leaflet which you can download at [www.lothianbuses.com](http://www.lothianbuses.com)



## DECEMBER'S ISSUE OF OUTLOOK IS OUT NOW

This December's issue of Outlook – the Council magazine which is distributed to over 220,000 households in the city - features a festive shopping guide. We asked shop owners in Leith, the West End and city centre their top tips to enjoy the festive season. From 'what are you hoping that Santa brings you this Christmas?' To 'what do you recommend for 'someone who has everything?'' this can all be found in this December's issue of Outlook.

## CHRISTMAS PODCAST GOES LIVE

Christmas shopping in Scotland's capital city is being made easier than ever before with the launch of **Edinburgh's Christmas Shopping podcast**, a first for the city.

This handy audio guide, which is available free at [www.edinburgh-inspiringcapital.com/shopping](http://www.edinburgh-inspiringcapital.com/shopping), can be downloaded to computers for listening at home, or to MP3 players.

Work has been ongoing promoting the podcast and facebook group on a variety of shopping and money saving forums. We are working with the Herald, Scotsman and the Record newspapers to set up podcast related features in the coming weeks, and we'll continue to flag it up alongside any other PR opportunities.

The facebook group now has almost 100 members, and retailers are being encouraged to participate too and they have been actively adding events to the page which is great.



## CHRISTMAS PARKING PROMOTION



Enjoy some free parking with your Christmas shopping this November and December on selected streets in Edinburgh's city centre, Old Town, New Town, West End and Grassmarket.

From 1 Nov to 10 Jan, there is free parking on selected streets in pay and display bays, weekdays from 5.30pm and on Saturday afternoons from 1pm. More info at [www.edinburgh.gov.uk/xmasparking](http://www.edinburgh.gov.uk/xmasparking)

Radio Forth ran regular adverts and promotions to publicise the on-street parking offer. This included a competition, where the prize of a £1000 shopping spree was won by a happy shopper from Fife. Adverts have also been taken on Real Radio and other press (including The List and various local newspapers)

## For more information

For more information on the tram project call 0800 328 3934, visit [www.edinburghtrams.com](http://www.edinburghtrams.com) or email [info@transforedinburgh.com](mailto:info@transforedinburgh.com)

For more information on the 'open for business' marketing work, please contact [Graham.Birse@edinburghchamber.co.uk](mailto:Graham.Birse@edinburghchamber.co.uk). Please note that all queries regarding wider tram issues should go to 0800 328 3934.