

**THE CITY OF EDINBURGH COUNCIL**

**MEETING 15**

**18 MARCH 2004**

**QUESTIONS AND ANSWERS**

**QUESTION NO 1**

**By Councillor Gilchrist to be  
answered by the Executive  
Member for Health and Social  
Work at a meeting of the  
Council on 18 March 2004**

**Question** (1) What was the cost to the Council of the Caleb Ness Inquiry?

**Answer** (1) The cost of Ms Susan O'Brien's investigation and report was £81,920.

## QUESTION NO 2

**By Councillor Gilchrist to be answered by the Executive Member for Transport and Public Realm at a meeting of the Council to be held on 18 March 2004**

### **Proposed Extension to Controlled Parking Zones**

**Question** (1) What is the estimated cost (Revenue and Capital) of introducing these parking controls?

**Answer** (1) Implementation costs (Capital) will depend on the final extent of the zone. The cost will vary between zones depending on the number of pay and display machines required and the size and complexity of each zone.

The revenue costs relate to parking enforcement, signs and lines maintenance, and administration of permits. Again, the actual cost will depend on the finally adopted details for the extended zones.

The formal public consultation has taken place and the results are being assessed. The final scheme may differ from that originally promoted and it is not possible to be definitive until the matter is reported to the Council. Both revenue and capital costs will be incorporated in this report both in terms of scheme phasing and full operation.

**QUESTION NO 3**

**By Councillor Gilchrist to be answered by the Executive Member for Sustainability and Finance at a meeting of the Council to be held on 18 March 2004**

**Question**

- (1) As a product of the budget decisions made on 12 February 2004:
- a) How many increased charges are below 3%?
  - b) How many increased charges are more than 3% but less than 5%?
  - c) How many are more than 5% but less than 10%?
  - d) How many are more than 10% but less than 15%?
  - e) How many are more than 15% but less than 20%?
  - f) How many are greater than 20%.

**Answer**

- (1) a) 13 prices were reduced and 119 price increases were 3% or lower. A further 2 price increases had been implemented as part of the previous three-year budget, and have therefore been excluded from the analysis
- b) 41 price increases were more than 3% but 5% or less
- c) 23 price increases were more than 5% but 10% or less
- d) 9 price increases were more than 10% but 15% or less
- e) 2 price increases were more than 15% but 20% or less
- f) 10 price increases were greater than 20%

**Question**

- (2) For those in excess of 10% please list in ascending order.

**Answer**

- (2) See below

		Previous Price	Price agreed in budget	Increase	%	Date of Last Increase
1	Social Work - Frozen Meals - per meal	£2.00	£2.21	£0.21	11%	8-Apr-02
2	Museums and Galleries - General Accommodation Rentals - Museum of Edinburgh Lecture Room / Museum of Childhood Activity Area / Trinity Apse - Evenings and Sundays (three-hour period)	£95.00	£105.00	£10.00	11%	pre 1999
3	Education - Adult Education - Non-Certified Courses - Concessionary/Registration	£7.20	£8.00	£0.80	11%	1-Sep-03
4	Museums and Galleries - Fixed Fee for filming from Monuments	£90.00	£100.00	£10.00	11%	pre 1999
5	Museums and Galleries - Picture Loan Scheme - Paintings, Drawings, Sculptures and Tapestries - First Year of Loan	£90.00	£100.00	£10.00	11%	pre 1999
6	Housing Non HRA - Hire of Community Rooms - Morning Hire	£4.50	£5.00	£0.50	11%	pre 1999
7	Housing Non HRA - Hire of Community Rooms - Afternoon Hire	£4.50	£5.00	£0.50	11%	pre 1999
8	Housing Non HRA - Hire of Community Rooms - Evening Hire	£4.50	£5.00	£0.50	11%	pre 1999
9	Social Work - Lunch Clubs - per meal	£2.00	£2.30	£0.30	15%	8-Apr-02

		Previous Price	Price agreed in budget	Increase	%	Date of Last Increase
10	Museums and Galleries - Picture Loan Scheme - Paintings, Drawings, Sculptures and Tapestries - Each Subsequent Year	£60.00	£70.00	£10.00	17%	pre 1999
11	Museums and Galleries - Picture Loan Scheme - Prints and Photographs - First Year of Loan	£60.00	£70.00	£10.00	17%	pre 1999
12	Environmental - Mortuary - Storage of Dead for Other Local Authorities	£66.62	£81.00	£14.38	22%	1-Apr-03
13	Museums and Galleries - Picture Loan Scheme - Prints and Photographs - Each Subsequent Year	£40.00	£50.00	£10.00	25%	pre 1999
14	Environmental - Trading Services - Table G - Meter Measuring Systems - Dry Hose type with two testing liquids	£151.00	£200.00	£49.00	32%	1-Apr-03
15	Museums and Galleries - Archaeological Specialist Advice and Reporting - Subsequent Hours (After First Hour)	£30.00	£40.00	£10.00	33%	pre 1999
16	Museums and Galleries - Touring Exhibitions - Hire Fees for Showroom Exhibitions - Four Weeks	£300.00	£400.00	£100.00	33%	pre 1999
17	Parking Charges - Central Area - Per Hour	£1.20	£1.60	£0.40	33%	1-Apr-03
18	Environmental - Trading Services - Table G - Meter Measuring Systems - Wet Hose type with two testing liquids	£133.00	£180.00	£47.00	35%	1-Apr-03

		<b>Previous Price</b>	<b>Price agreed in budget</b>	<b>Increase</b>	<b>%</b>	<b>Date of Last Increase</b>
19	Parking Charges - Peripheral Area - Per Hour	£0.70	£1.00	£0.30	43%	1-Apr-99
20	Library Services - Inter-Library Loans	£2.00	£3.00	£1.00	50%	1-Apr-03
21	Education - Nursery Schools - Nursery Snack	£0.50	£1.00	£0.50	100%	pre 1999

**QUESTION NO 4**

**By Councillor Gilchrist to be answered by the Executive Member for Transport and Public Realm at a meeting of the Council to be held on 18 March 2004**

**Question** (1) What percentage of Edinburgh residents live more than 300 yards but less than 400 yards from a tram stop?

**Question** (2) What percentage of Edinburgh residents live more than 400 yards from a tram stop?

**Answer** Information on tram patronage is derived from data sources which do not allow an easy transfer in the form required by this question.

Work will be carried out by Council and tie staff to attempt to provide a response at the next Council meeting.



**QUESTION NO 5**

**By Councillor Longstaff to be answered by the Executive Member for Youth Strategy and Education at a meeting of the Council to be held on 18 March 2004**

**Question** (1) What criteria have been used to determine community centre closures?

**Answer** (1) No community centre closures have been determined at this stage. The Council decision of 19 February 2004 was to "agree in principle the preferred option of closing those centres identified in the report, subject to further consultation with all stakeholders, in particular on the issue of relocation of present activities."

In considering which centres might be relocated, reprovisioned or closed the following factors were considered -

- age of the building
- condition of the building
- location
- current usage
- fitness for purpose
- DDA requirements
- changes in local circumstances\*

\* this refers to any developments which may impact on current provision such as local regeneration plans and opportunities through PPP2.

**Question** (2) How do all community centres match these criteria?

(A table such as that produced for the Council meeting of 19 February 2004 would be a useful way to layout this information).

**Answer** (2) The criteria used to identify preferred options for relocation, reprovisioning or closure are detailed in the attached Appendix. It should be noted that these criteria have been used for guidance.

## Appendix

CENTRE	DDA does not meet	Over 50 years old	Poor Condition	Not Fit for Purpose	Poor Location	Under Use	Changes Local Context
1 Balerno	X						
2 Bingham			X			X	
3 Burdiehouse	X		X	X	X		X
4 Cameron House	X		X		X		
5 Carrickvale							
6 Castleview	X	X	X			X	X
7 Clovenstone							
8 Colinton		X					
9 Craigentiny	X	X	X				
10 Craigmount							
11 Craigroyston			X			X	X
12 Duncan Place	X	X	X	X			
13 Fort						X	
14 Forrestines	X						X
15 Gilmerton	X	X	X				
26 Goodtrees							
16 Gorgie Memorial Hall		X				X	
17 Gracemount Yth Club	X	X	X				
18 Inch	X	X	X	X	X		
19 Jack Kane			X		X		X
20 Juniper Green	X	X	X				
21 Kirkliston		X					X
22 Leith							
23 Longstone	X		X				X
24 Magdalene			X				
25 Moredun	X	X	X				
27 Northfield Willowbrae							
28 Norwood	X					X	
29 Pentland	X						
30 Portobello		X	X	X			
31 South Queensferry		X	X				X
32 Roseberry Hall	X	X	X				X
33 Rannoch							X
34 Ratho							
35 Riddle's Court	X	X	X	X		X	
36 Royston			X				X
37 St Anne's	X	X				X	
38 St Bride's	X	X					
39 Sighthill			X			X	X
40 Southside	X	X					
41 Southbridge	X	X					
42 Springwell House	X				X	X	
43 Stenhouse/Whitson		X	X	X		X	X
44 Tollcross		X					
45 Wardie Residents	X						
46 WPNC							
47 Wood's Yth Centre					X		X
48 Platform Adult Learning							
49 Number Shop		X					

**QUESTION NO 6**

**By Councillor Paisley to be  
answered by the Executive  
Member for Sustainability and  
Finance at a meeting of the  
Council to be held on  
18 March 2004**

**Question** (1) Does this Council owe a duty of care to an employee of Four Square Charity who flagged up potential irregularities in their accounts? These allegations concern public funds from this Council and our first duty should be to examine the accounts by internal audit to ensure probity.

**Answer** (1) Four Square is an independent company with its own processes and procedures and I feel it is inappropriate to comment upon allegations of an employee regarding these processes.

The legal advice is that the duty of care lies with the employing body

The first duty of the Council is to ensure that it receives best value for services that it purchases and I am sure that Council staff who monitor this organisation will wish to discuss the issues raised to ensure that this is the case.

**Question** (2) Can you confirm that the HR processes in dealing with these allegations were correct and fair to all involved?

**Answer** (2) A Service Level Agreement is in place with the organisation which requires that they comply with legislation. The report we have received will be examined in terms of that.

**QUESTION NO 7**

**By Councillor Berry to be  
answered by the Executive  
Member for Equalities & Older  
People at a meeting of the  
Council to be held on  
18 March 2004**

**Question** (1) Has any decision been taken to withdraw funding from the Transportation Group of the Equalities Unit of the Older People's Equality Forum (OPEF)?

**Answer** (1) Capacity building funds from within the Equality Unit budget were utilised to fund the employment of an external consultant on a short-term basis. This has now come to an end.

**Question** (2) If any decision was taken, was there any consultation with the above in regard to this decision?

**Answer** (2) Continuing support was discussed with members of the ETG at a meeting on 19 February 2004. Officer support from within the Equalities Unit is being explored on the basis of reduced staff input. Members of the group are still exploring their issues in relation to this decision. There is to be a further meeting with the staff of the Equality Unit within the next month to discuss the issues.

**Question** (3) What was the date when any decision in regard to the above was made and will there be another opportunity for consultation before any final decision will be made?

**Answer** (3) As previously noted, this decision was conveyed to the ETG on the 19<sup>th</sup> February 2004. Also as mentioned above, discussion is still taking place with key members of the group to develop a variety of exit strategies to ensure the work of the ETG continues in different arenas. The matter will also be discussed at future Disability Equality Forum (DEF) and OPEF meetings.

**Question** (4) Given the importance that this administration relates to transportation issues what and when will the decision be taken to fund the Equalities Transportation Group of the OPEF?

**Answer** (4) This administration continues to take transportation issues very seriously, particularly in relation to older people and disabled people. The Equality Unit will have an ongoing commitment to explore innovative methods of enabling members of the DEF, OPEF and indeed all other equality forums to influence policies on transport in the context of limited financial and staffing resources.

# TABLED ITEM



Item no 7.1  
Report no cec/183/03-04/L

## Leader's Report – Supplementary 1

---

City of Edinburgh Council

18 MARCH 2004

**1 MTV EUROPE MUSIC AWARDS EDINBURGH 03 – ECONOMIC  
IMPACT STUDY**

1.1 To note the attached report.

**Councillor Donald Anderson**  
Leader – City of Edinburgh Council

**MTV EUROPE MUSIC AWARDS EDINBURGH 03  
ECONOMIC IMPACT STUDY**

**Executive Summary:**

**City of Edinburgh Council  
Scottish Enterprise Edinburgh and Lothian  
EventScotland**

**MTV EUROPE MUSIC AWARDS EDINBURGH 03  
ECONOMIC IMPACT STUDY**

**Executive Summary:**

**City of Edinburgh Council  
Scottish Enterprise Edinburgh and Lothian  
EventScotland**



*economic development consultants*

**SQW Limited**  
19 Alva Street  
EDINBURGH  
EH2 4PH

Tel: 0131 225 4007  
Fax: 0131 225 4077  
Email: [bmacdonald@sqw.co.uk](mailto:bmacdonald@sqw.co.uk)  
Web: [www.sqw.co.uk](http://www.sqw.co.uk)



**NFO WorldGroup**  
19 Atholl Crescent  
Edinburgh  
EH3 8HQ

Tel: 0131 656 4000

*January 2004*



## Executive Summary

---

1. In September 2003, SQW was commissioned by the City of Edinburgh Council (CEC), Scottish Enterprise Edinburgh and Lothian (SEE&L), and EventScotland to undertake an economic impact assessment of the benefits of hosting the 2003 MTV Europe Music Awards in Leith. Our assessment looks specifically at the impact in the Edinburgh economy and considers the direct economic and wider marketing benefits which have been generated by a successful staging of the Awards.

### Background

2. The awards are now an established annual event in the music industry calendar. It was first held in Berlin in 1994 and since then Paris, London, Rotterdam, Milan, Dublin, Stockholm, Frankfurt and Barcelona have all hosted the event. Around 440 million households have access to MTV and the Awards attract millions of viewers throughout the world making it Europe's biggest music awards ceremony. It is classed as a global news event<sup>1</sup>, on a par with the Academy Awards.
3. The 2003 awards took place on November 6<sup>th</sup> in Leith's Western Harbour on the site of the old Britannia car park area and represent Edinburgh's largest ever music event. Beyonce, Kylie Minogue, The White Stripes, Justin Timberlake, The Darkness, Missy Elliott, Travis and dozens of other stars from the worlds of music, film and fashion were present at the Award's 10<sup>th</sup> anniversary. Additionally, a number of other events, related to the hosting of the Awards were also held in Edinburgh. These included the pre and post-party events hosted in the Ocean Terminal shopping centre, the 'MTV In The Gardens' Princes Street Gardens concert, which attracted 8,000 people and the 'MTV breakout' concerts which took place in the period 1<sup>st</sup> - 8<sup>th</sup> November and were organised by MTV, Colours and DF concerts. As well as a number of other parties held around the city, the First Minister hosted a reception at Edinburgh Castle.
4. There was no suitable arena in Edinburgh for a show of this scale, and MTV had originally planned to hold it in established venue. To support the event, the City of Edinburgh Council, Scottish Enterprise Edinburgh and Lothian and EventScotland provided funding of £750,000 and this contribution enabled MTV to construct a dedicated arena on the banks of Western Harbour, Leith. It was clear from MTV's feedback that without this funding the event would not have taken place in Edinburgh.

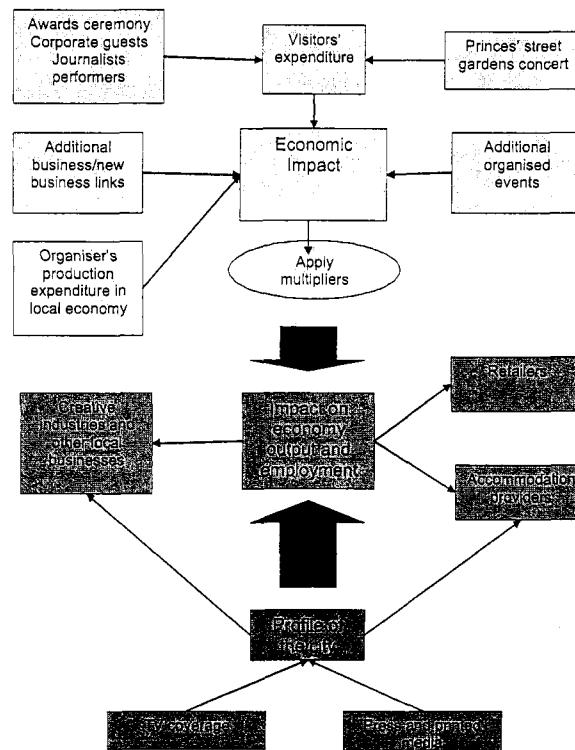
---

<sup>1</sup> Reuters

## Methodology

5. The research was undertaken in three stages:
  - **desk research** based on previous economic impact studies undertaken by SQW and information from MTV
  - **face to face interviews with spectators**, were carried out by NFO Worldgroup – 150 interviews with visitors to the Princes Street Gardens event were carried out
  - **a programme of consultations** with various groups among both attendees and Edinburgh businesses was undertaken. Given the busy schedules of performers' management, media and corporate representatives, these were followed up *after* the event by telephone.
6. The analysis comprises four core sections;
  - the direct, short term impact of the events
  - the longer term value and impacts
  - the distribution of the impacts
  - perceptions of the city and the event among consultees.
7. Figure 1 shows the structure of the analysis.

Figure 1 Structure of the analysis



## Summary of results

### Direct net benefits

8. Summing the individual economic impacts yields a total net additional expenditure in the Edinburgh economy of **£6.4m**, with **£6.7m** in Edinburgh and the Lothians and **£8.9m** in Scotland. This is derived below from each of the strands covered in the report.

**Table 8.1: Overall net expenditure generated in Edinburgh, Edinburgh and Lothian and Scotland including multipliers**

Source of expenditure	Total net expenditure/output generated in Edinburgh	In Edinburgh and Lothian	In Scotland
Organisers expenditure	£1.4m	£1.5m	£3.0m
Guests attending Awards	£3.2m	£3.2m	£3.7m
Visitors expenditure (Princes Street gardens)	£1.1m	£1.3m	£1.4m
Expenditure on additional events	£210,000	£220,000	£260,000
Additional business	£460,000	£490,000	£560,000
<b>Totals</b>	<b>£6.4m</b>	<b>£6.7m</b>	<b>£8.9m</b>

9. These net figures take account of displacement and multiplier effects. The largest source of expenditure was guests attending the Awards ceremony in Leith. There was also significant investment by MTV with Scottish companies. The net additional expenditure generated by the MTV in the Gardens event was lower as it was predominantly attended by local and Scottish residents.
10. Comparing the returns with the investment of £750,000 made by the public sector agencies gives a return of 1:8.9 in the SEE&L area and 1:11.9 at a Scottish level. These figures exceed significantly the estimates of impact calculated at the appraisal stage.
11. While these figures represent substantial additional activity in the economy, the Awards have also created a great deal of *potential* impact as a result through the heightened profile of the city.

### Longer term benefits

#### Media coverage

12. The Awards received 77 hours of coverage on MTV and were watched by around 12-14 million people in Europe. Viewer numbers were significantly higher than last year:
- in the US, the ratings were the highest yet (38% higher than the previous year)

- the UK audience was double that of the MTV Europe Music Awards show last year
  - 45% more people in Spain, where the awards were hosted in 2002, watched the ceremony in 2003.
13. The TV coverage of the event is valued at £8.6m. In addition, the celebrity endorsements Edinburgh enjoyed during the Awards show (45 in total) have a huge value, particularly in terms of reaching younger audiences.
14. In terms of press coverage, across 19 countries there were some 2,094 articles identified in 928 publications with a combined readership of just over 500m. We have estimated the value of these articles to be around £4.8m. There was also a lot of very positive and complimentary comment in the press. Examples include:
- *"the MTV awards] demonstrated how the event can be used to showcase a city – or indeed a country – to the world"*, Billboard
  - France's Tele 7 Jours, the largest selling TV guide and magazine, called Edinburgh the *"flamboyant capital of Scotland"*
  - Musikmarkt, a German music magazine, described the MTV awards as an example of near perfect organisation, judging the overall event to be the *"pop spectacular deluxe"*
  - *"Scotland makes it great on the night"* Dagbladet
  - *"many Scottish accents gave splendour to the ceremony"* The Metro, Poland
  - *"a truly Scottish affair and the 6,000-strong crowd made sure the award will be one that lives long in the memory"*, The Sunday Times

#### ***Impact on creative industries businesses***

15. The main impact identified for creative businesses was among those engaged directly in the delivery of the event, although there was also positive feedback from several Scottish creative businesses who had the chance to meet MTV executives. In hindsight, the Awards may not have been an event that offered many opportunities for this type of direct contact. The investment in supporting the awards in Edinburgh should be seen as generating interest and raising the profile of the city in a way which provides a positive backdrop against which creative industry businesses can grow outwith Scotland. In this respect, the Awards provided a great platform.
16. The momentum generated by the Awards needs to be continued and there is an opportunity for businesses and the public agencies to build on the positive images of the event. For the creative industries and Creative Edinburgh, serious thought should be given to how this can be done.

### **Distribution of the impacts**

17. In total, we estimate that the hotels and other accommodation providers received around £2.2m both through MTV bookings and from visitors attending the MTV Gardens event.
18. Among the major hotels in the city, occupancy rates averaged 83%, 9.4% higher than the same week in 2002. They were also 26% higher (93%) on the night of the Awards, compared to the same night in the previous year. Based on data from the Edinburgh Principal Hotels Association MTV took over 7,250 hotel rooms over the week of the event.
19. Among retailers, 37% reported an increase in revenue, 37% no impact and 25% a decline (but 63% thought it would benefit the city in the long run). Many of those that benefited had related promotions. The closure of Princes Street and perhaps more importantly, the reporting of its closure, was given as the main reason for the decline in business. All the retailers were keen to see stronger links and involvement with promotion of city and future events.

### **Perceptions**

20. The feedback on perceptions from those attending the event was extremely positive, particularly in relation to Edinburgh's capacity to stage events of this scale in the future. Of particular note were comments by journalists, corporate guests, sponsors and event organisers. The positive features were the cleanliness of the city, its romance, culture, history and beauty. There was considered to be a high quality and choice of service, the city was accessible, the people hospitable and there were positive comments about the professionalism of the public services compared to London - some of what was done to support the events (road closures, late licences) would be unthinkable in London.
21. Among corporate/journalists and performance management, 21% said it was the best ever MTV and 62% said very good/one of the best. The negative aspects were primarily the weather, the lack of a permanent venue, a shortage of top end accommodation and that Edinburgh was an expensive city to visit.

### **Conclusions**

22. Overall, the evidence presented, both in terms of the direct impact results and the anecdotal feedback, indicates that the MTV Awards in Edinburgh were a great success. Feedback from the MTV staff involved in staging the Awards also indicated that they were delighted with the organisation of the event and the profile it achieved. In this respect the organisation team have done a good job in delivering a major event in the city.

23. The direct economic impact of £6.7m in Edinburgh and Lothian and £8.9m in Scotland represents a healthy return for the public sector investment of £750,000, but the wider benefits are likely to be equally if not more important in the long run.
24. A simple assessment of the value of the TV coverage generated gives a value of £8.6m and a press coverage value of £4.8m. Perhaps most importantly the Awards have put Edinburgh on the map in a number of ways and the impact of this can be expected to be felt over the next couple of years. The heightened profile of the city does not automatically convert into new economic activity, but rather creates a platform from which Edinburgh and its businesses can benefit in the future. This is potential which provides distinct opportunities for different groups.
- for tourism, the positive exposure of the city, the association with MTV and its young audience is an opportunity to attract many new visitors to the city. We would expect to see this "MTV effect" over the next year and it may have attracted more visitors to Edinburgh's Hogmanay 2003/04. There are certainly opportunities to use the link with MTV to reinforce future promotion of the city.
  - the success of the delivery of the Awards demonstrated to other potential events that the city not only can cope with this scale of activity, but that it has the experience, organisation and capacity to offer world class support. In MTV, the Festival and Hogmanay, the city is building up a strong portfolio of internationally recognised events.
  - this increasing capacity is also a factor for the businesses that worked on the Awards. Each has benefited from participating in the event, building experience which will not only be valuable in supporting future events in Edinburgh and Scotland but in selling services more widely.
  - for creative businesses, the Awards helped put Edinburgh on the map and raised the profile of the city as home to some innovative creative businesses. It will give more credibility to the city's creative businesses elsewhere in the UK and Europe. This requires these businesses and the public agencies supporting them to build on the potential created by the Awards.
  - finally, cultural events of this type can have further effects on the local economy. Culturally diverse and exciting cities tend to be more successful in attracting entrepreneurs, new businesses and other investment.
25. Overall, while the Awards have successfully achieved a substantial direct impact it has also provided a basis on which both the public agencies and businesses can capitalise. It is now important that this momentum is maintained and that the agencies involved look seriously at how this can be built upon to support future economic growth.

<b>Appendix B</b>											
<b>Flood Prevention Schemes - Expenditure 2000-2010</b>											
<b>Braid Burn</b>											
	2000/01	2001/02	2002/03	2003/04	2004/05	2005/06	2006/07	2007/08	2008/09	2009/10	Totals
	£,000										
Fees/ Surveys - Note 1	13	59	458	450	340	60	80	80	80		1,620
Ground Investigation			28	56							84
Topographic Survey		42	33	5							80
CEC Staff Costs		43	85	72	40	15					255
Construction Costs - Note 2							4,700	4,700	4,690	215	14,305
Public Inquiry					135						135
Legal & Admin - Note 3							120	120	118		358
<b>Totals</b>	<b>13</b>	<b>144</b>	<b>604</b>	<b>583</b>	<b>515</b>	<b>75</b>	<b>4,900</b>	<b>4900</b>	<b>4888</b>	<b>215</b>	<b>16,837</b>
Note 1	Includes all consultant and secondment fees + environmental and dilapidation surveys										
Note 2	Assumes October 2004 Inquiry date resulting in April 2006 construction start										
Note 3	Costs associated with construction phase only										

Replacement Appendix B

ITEM NO 86(a)

Tabled