

# Economy Committee

10.00am, Tuesday, 15 September 2015

## Business Partnerships Team Update

Item number	7.6
Report number	
Executive/routine	
Wards	All

### Executive summary

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The Business Partnerships Team leads on the following projects and is responsible for their successful delivery:

- Edinburgh 12 (including Development Zones);
- Business Improvement Districts (BIDs);
- Strategic Projects:
  - Infrastructure Projects - Edinburgh and South East Scotland City Region City Deal;
  - Edinburgh Business Forum (EBF);
  - The Edinburgh Promenade;
  - The Edinburgh Union Canal Strategy;
- Tourism;
- Town Centres.

This report provides an update on progress since August 2014, and includes actions for the immediate future.

### Links

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Coalition pledges	<a href="#">P17</a> , <a href="#">P21</a> , <a href="#">P22</a> , <a href="#">P28</a>
Council outcomes	<a href="#">C07</a> , <a href="#">C08</a> , <a href="#">C09</a> , <a href="#">C019</a>
Single Outcome Agreement	<a href="#">SOA1</a>

## Business Partnerships Team Update

### Recommendations

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- 1.1 The Economy Committee is requested to note the impact of the work of the Business Partnerships team with regard to its input towards The Economic Strategy: A Strategy for Jobs 2012-2017.

### Background

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- 2.1 The Business Partnerships Team is responsible for the successful delivery of the following key projects:
- Edinburgh 12 (including Development Zones);
  - Business Improvement Districts (BIDs);
  - Strategic Projects:
    - Infrastructure Projects - Edinburgh and South East Scotland City Region City Deal;
    - Edinburgh Business Forum (EBF);
    - The Edinburgh Promenade;
    - The Edinburgh Union Canal Strategy;
  - Tourism;
  - Town Centres.

### Main report

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#### Achievements

##### **Edinburgh 12 and development**

- 3.1 Through strong partnership working significant progress has been made across all Edinburgh 12 sites. A pipeline of sites which will feed into the initiative as current developments reach completion is being developed.
- 3.2 The Convenor of the Economy Committee has spoken at a number of high profile events, creating significant interest in the support available to the development community from the Council, helping to attract occupiers and raising the profile of the initiative
- 3.3 A number of significant development opportunities have benefited from the 'one Council' approach which the Edinburgh 12 conveys
- 3.4 The Edinburgh 12 initiative reached the finals of the Association of Public Sector Excellence Awards 2015 in the best Public / Private Partnership Working category. The outcome will be known by 15 September 2015.

- 3.5 Intelligence papers on both the office and industrial markets have been prepared in association with the development community which will help to inform Economic Development input to Planning applications.
- 3.6 On 28 May 2015 the Council approved the release of £2m from the [Strategic Investment Fund](#) for speculative industrial development.

### **Business Improvement Districts (BIDs)**

#### **Essential Edinburgh**

- 3.7 The Council worked with Essential Edinburgh and partners on the two year long #thisisedinburgh campaign to animate the city and attract footfall. Footfall has increased in this BID area by 9.7% on 2014.

#### **West End BID**

- 3.8 With the support of the Council a successful “yes” vote was achieved at the ballot for the West End BID on 25 June 2015. The BID gained a 51% majority in the ballot, with a turnout of 62.7%. The total number of BIDs in the city now stands at four, more than any other local authority in Scotland.

#### **Greater Grassmarket BID**

- 3.9 The Greater Grassmarket BID has been granted a public entertainments licence for a year long trial. This will enable the BID to deliver a wider programme of events such as markets, outdoor film screenings, musical shows and family entertainment such as storytelling and magic shows
- 3.10 The BID has held six workshops to provide business support to local businesses. The workshops cover themes such as marketing and promotion - for example free photo shoots and how to use social media; safety and crime prevention; how to improve business efficiency by minimising waste; and conducting energy audits which have delivered savings in excess of £55,000 on utility bills.

#### **Queensferry Ambition**

- 3.11 Queensferry Ambition, working with partners including the Council, secured the successful granting of World Heritage Status for the Forth Bridge. In addition we took part in Forth Bridges 125 festival; and the organisation of an on-going series of open air weekend markets.

## **Strategic Projects**

### **Infrastructure Projects - Edinburgh and South East Scotland City Region City Deal**

- 3.12 The Economic Development Service is leading on the preparation, testing and compilation of the infrastructure projects which will be included in the city deal proposal.
- 3.13 An internal officer working group has been formed to provide input to the infrastructure projects.

### **Edinburgh Business Forum (EBF)**

- 3.14 Through dedicated management support, members of the EBF have offered the benefit of their experience and knowledge to inform various Council and city projects across a number of themes, including the creative industries, infrastructure, skills and sustainability.

### **The Edinburgh Union Canal Strategy**

- 3.15 Support was provided to the Bridge 8 Hub during its community consultation exercise for planning permission on the Calders Gateway site.
- 3.16 Regeneration Capital Grant Fund applications were submitted for the sums of £2,095,864 (for the Castle Mill Works), and £232,000 for the Bridge 8 Hub. The results of these applications will be known by 15 September 2015.

### **Tourism**

- 3.17 Collaboration is taking place with the Royal Mile Association and other partners on a number of projects designed to encourage footfall on the Royal Mile particularly out with the high season. These include: the creation of a film to promote the Royal Mile Poem; the development of a festive event in partnership with Underbelly; and a three-year food and drink events plan to highlight hidden culinary gems.
- 3.18 Construction of The Borders Railway is now complete and this Council is leading on tourism aspects of this service. To date, activities have focussed around the launch and include: the creation of a train wrap to promote Edinburgh, Midlothian and the Borders to the rest of Scotland; and a Golden Ticket competition for ticket winners to participate in the Opening Weekend.
- 3.19 The culmination of the Borders Railway events will be the Royal Train event which was attended by Her Majesty Queen Elizabeth.

### **Town Centres**

- 3.20 A Vintage Brochure featuring 115 city wide businesses has been produced and 10,000 copies have been distributed throughout the city and the Central Belt.
- 3.21 Support was provided to LeithLate 2015, an initiative developed to drive footfall to and around Leith and raise the profile of artists. Activities include Mural Tours in August and an Arts Open Day weekend which will be held in September and

will feature over 100 artists. This is being delivered in collaboration with Wasps Albion Road Studios, Edinburgh Contemporary Crafts: Process Studios and St Margaret's House.

- 3.22 Collaborating with the Edinburgh International Science Festival to bring street science to six town centres.
- 3.23 The average cumulative vacancy rate for Edinburgh's eight town centres stands at 5.76% (2014 – 6.71%, 2013 – 7.74%) compared to the Scottish average of 10%.

## **Future Activities**

### **Edinburgh 12 and development**

- 3.24 Continue to work with colleagues across the Council and also partners in the development community to agree the most effective package of services which will support development and regeneration in the city. This package of services will be badged as the Edinburgh Premium. In addition to supporting development, opportunities to generate income through these services will also be investigated. A separate report on the Edinburgh Premium is presented to Economy Committee today.
- 3.25 Work will continue with the development community to identify a pipeline of sites which are appropriate for inclusion in the next Edinburgh 12. These pipeline sites will begin to replace current sites as they approach completion.

## **Strategic Projects**

### **Infrastructure Projects - Edinburgh and South East Scotland City Region City Deal**

- 3.26 Continue to work with colleagues and with Ernst & Young on the seven proposed infrastructure projects as part of the economic modelling exercise. Consideration to the key financial aspects, timescales, risk and probability will be included in this work.

### **Edinburgh Business Forum (EBF)**

- 3.27 The Council will continue to provide management and secretariat support to the EBF to ensure that the Council benefits from the knowledge and experience which the EBF members are keen to offer. Immediate actions will be around supporting the Edinburgh and South East Scotland City Region City Deal.

### **The Edinburgh Union Canal Strategy**

- 3.28 We will continue to work with partners to support the roll out of the Canal Strategy. Fountainbridge and the Calders will continue to be the areas of focus for 2015/16, ensuring resources are maximised.

### **Tourism**

- 3.29 Urban Gardens with a Jekyll and Hyde theme will be installed onto the Lawnmarket on the Royal Mile.

3.30 The opportunity for Edinburgh and selected partners to self-nominate for two prestigious cruise destination awards has arisen: 'Destination of the Year' (Seatrade Europe Cruise Awards); and 'Europe's Leading Cruise Destination' (World Travel Awards).

- Nominations for 'Destination of the Year' are required by July 2016. The award presentation will be made at Seatrade Europe's annual conference and exhibition which is attended by decision makers from the cruise industry, and presents the opportunity for destinations, ports and suppliers to showcase their offer.
- The opportunity to submit an application to the second award - 'Europe's Leading Cruise Destination' - is currently being discussed with partners from ports which are based on the Forth. The deadline for nominations is March 2016.

### **Town Centres**

3.31 The Launch event for Small Business Saturday will be hosted in the City Chambers on 9 September 2015 in the lead up to 5 December 2015 when Small Business Saturday takes place.

## **Measures of success**

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4.1 There are three headline key performance indicators identified in the EDS operational plan. These are to:

- Support the creation and safeguarding of 4,100 (net) jobs in Edinburgh;
- Support £600m (net) of physical investment in Edinburgh; and
- Support the movement into work or learning of 18,000 people.

## **Financial impact**

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5.1 The activities reported in this report will be met from the 2015-2016, City Strategy and Economy budget.

## **Risk, policy, compliance and governance impact**

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6.1 Risk is measured on a project by project basis.

6.2 The Edinburgh 12 Programme Board has been created to oversee governance of the Edinburgh 12 project.

## **Equalities impact**

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7.1 The requirements for Equality Impact Assessments are measured on a project by project basis and assessments will be attached to relevant reports.

7.2 Edinburgh 12 - an Equalities Impact Assessment (EIA) is being developed and available in draft form.

## **Sustainability impact**

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- 8.1 The requirements for Sustainability Impact Assessments are measured on a project by project basis and Assessments will be attached to relevant reports.

## Consultation and engagement

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- 9.1 The Council works closely with a wide variety of private and public sector stakeholders. Each project has undergone consultation and engagement with relevant partners prior to, and during, development.

## Background reading/external references

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[A Strategy for Jobs: The City of Edinburgh Council's Economic Strategy 2012-17](#)

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### Links

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<b>Coalition pledges</b>	P17 - Continue efforts to develop the city's gap sites and encourage regeneration P21 – Consult further on the viability and legality of a transient visitor levy P22 - Set up an independent forum to promote locally-owned retail businesses P28 - Further strengthen our links with the business community by developing and implementing strategies to promote and protect the economic well being of the city
<b>Council outcomes</b>	CO7 - Edinburgh draws new investment in development and regeneration CO8 - Edinburgh's economy creates and sustains job opportunities CO9 - Edinburgh residents are able to access job opportunities CO19 – Attractive places and Well Maintained – Edinburgh remains an attractive city through the development of high quality buildings and places and the delivery of high standards and maintenance of infrastructure and public realm
<b>Single Outcome Agreement</b>	SOA1 - Edinburgh's economy delivers increased investment, jobs and opportunities for all
<b>Appendices</b>	None