

ETAG - RECOVERY

DATA PROJECTS

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Dr Galina Andreeva - Lessons from the past crises for the Scottish hospitality sector and implications for COVID-19

Hospitality is currently one of the worst affected sectors of the economy due to travel restrictions and lockdown. There are concerns that many companies in this sector will not be able to recover. Yet there have been previous epidemics (SARS-1, Avian and Swine Flu) with quarantine used in worst affected countries. Nevertheless, there is no analysis at the company level, i.e. which companies suffered most, and which were able to recover quickly. This project intends to fill in this gap by developing data-driven quantitative models that will (1) predict the insolvency/financial distress of tourism and hospitality companies caused by previous epidemics and (2) generate forecast scenarios for recovery of Scottish hospitality sector following the current crisis.

This project will explore the last 20 years of financial statements for businesses within the international tourist & hospitality sector. The work is based on a collaboration with Wisefunding – a London-based fintech that offers innovative solutions for SME risk assessment. To build its risk models, Wisefunding uses extensive financial and non-financial information on the SMEs.

The outputs will inform the policy recommendations by formulating the recipes for successful survival that will be targeted at business managers and regulators.

Dr Morgan Currie

Art in & after Lockdown: Recovering Edinburgh's Cultural Spaces

This project consists in two parts of cultural data analysis. The Culture and Communities Mapping Project has mapped around 1200 cultural assets in Edinburgh. From our data, we have been able to realise two important characteristics of Edinburgh's cultural scene:

I. **LEITH LATE** - There is relevant qualitative data that the map does not represent, such as way-finding and relationships between sites. The virtual walking tour of Leith will be a new resource that uses Google's virtual tour creator to embed scenes from Google Street View into a dynamic way-finding story map. Street art in Leith and other urban interventions are central for the cultural scene; the tour will feature a map and street views of graffiti and murals combined with text and audio recordings of the artists. We are partnering with LeithLate to build on their successful walking tour of the area's murals and shutter art (painted on shutters of local shops). These events have been a staple of the LeithLate festival since 2015 and consistently sell out. The in-person walking tours are not occurring in 2020. The virtual tour would help, in part, to compensate the artists involved and give their work online visibility. The tour would be available on LeithLate's website and linked to from the Culture and Communities Mapping Project's webmap.

II. **BUS-ROUTE CULTURE** - There is a tendency to focus attention on the city centre during Festivals and for major cultural activities. The second part of this project aims to link our existing data to bus routes to create curated bus tours that generate interest in Edinburgh's cultural sector outside the usual tourist spots once the shutdown is over. Central to the tours are tour-guide pamphlets that can be physically printed and distributed on selected bus lines and that showcase cultural spaces within 500 meters of each bus stop (see reference attached to the budget). The maps draw on the Culture and Community Mapping Project's dataset and will be promoted by the Council's Culture Office; they would be available on the Culture and Communities Mapping Project website.

ii. <https://www.edinburghlivinglab.org/projects/edinburgh-culture-and-communities-mapping>

Select an area of interest... ✕

Neighbourhood

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Ward

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 Category

 Layers

Charity ➤

HUB ➤

Community organisation ➤

Performance ➤

Outdoor ➤

Archives ➤

Making ➤

Digital ➤

Open spaces ➤

Historic ➤

Schools ➤

Worship ➤

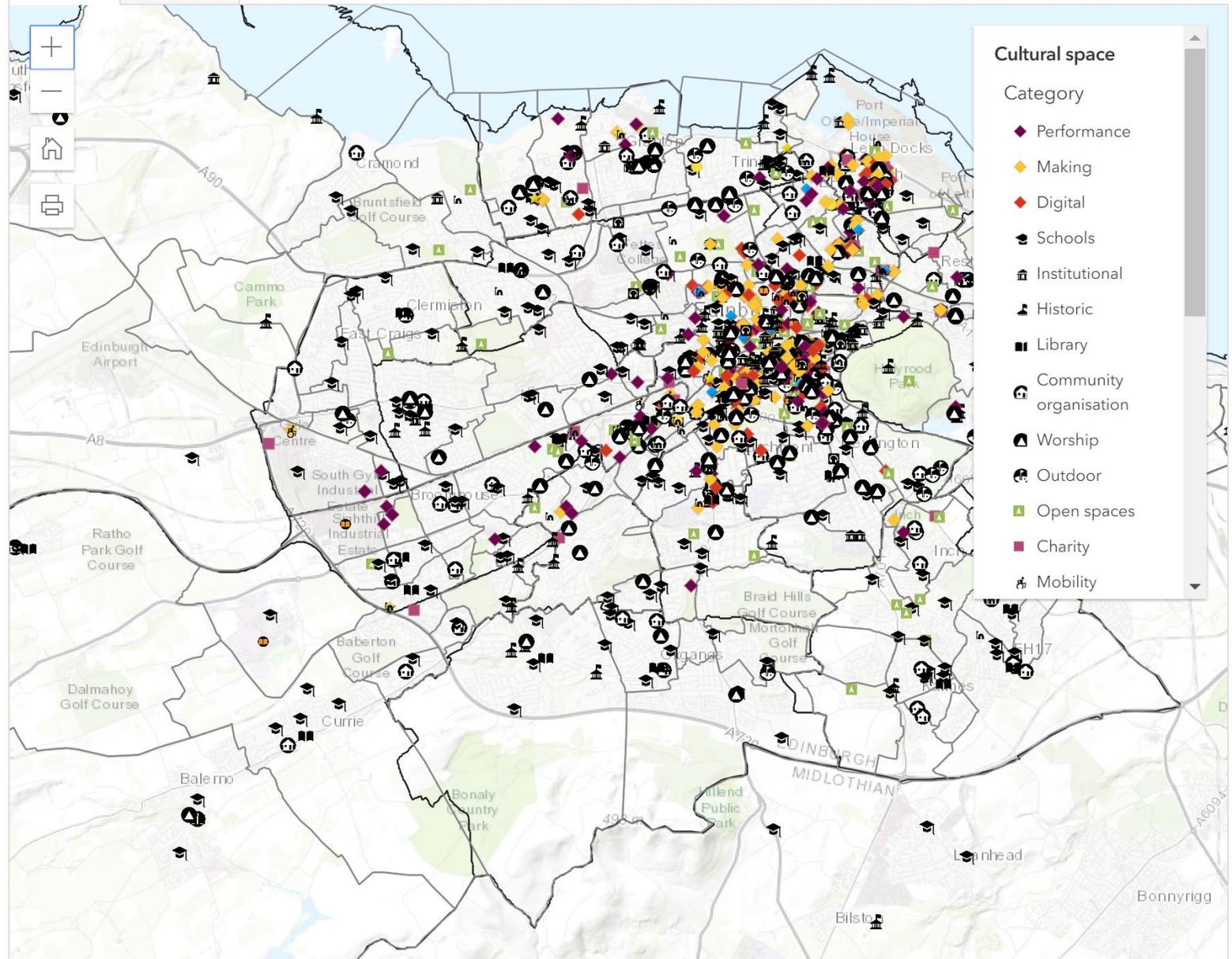
Library ➤

Institutional ➤

 Map

 Table

 Suggest an edit



Cultural space

Category

 Performance

 Making

 Digital

 Schools

 Institutional

 Historic

 Library

 Community organisation

 Worship

 Outdoor

 Open spaces

 Charity

 Mobility

Dr Ewelina Lacka
Post- Covid-19 Edinburgh Tourism Recovery

This project's aim is to provide such insights from consolidating data from various tourist industry partners in collaboration with Edinburgh Tourism Action Group (ETAG) on demographics, as well as behavioural data which can be used to support targeted marketing once the measures are lifted (gradually). This will ensure effective targeting and communication with a domestic market, which is crucial in the first stage of the recovery. Those insights will also eventually allow tourism businesses to make data-led decisions on which international markets to focus on during the second stage of the recovery to ensure stable growth of tourism in Edinburgh. Knowing which visitors groups to target with marketing communication based on their demographics, visit intentions and disposable income will allow tourism revival, it will also ensure that Edinburgh retains its competitive advantage in the tourism sector. The approach will consist segmentation as well as prediction allowing production of insights developed as visualisation/dashboard. A final report will provide insights and the communication strategy along with detail of the tracking.

Dr Rik Sarkar & Prof Jane Ali-Knight SIM-Spread – Festivals & Events

This project will model the spread of viral infection to provide recommendations on strategies for lockdown, reopening and social distancing. Closure of business and cultural activities due to COVID imposes a significant social and economic loss. The project will use simulation and modelling based on real data to gain actionable insights. Special attention will be paid to cultural activities and festivals, which are integral to life and economy in Edinburgh City. The cross disciplinary team for the project includes advisors from governance, transportation, epidemiology and event management, while the background of the researchers span computer science, economics and business.