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Edinburgh

EVENING

News



WEDNESDAY, JULY 15, 2015

70p (56p for subscribers)



**WHAT'S YOUR
FAVOURITE
EDINBURGH
HOUR?**

ROUND THE CLOCK: Yoga teacher Julie Smeaton was helping to launch a digital rallying call for Edinburgh to share its unmissable moments as part of a new campaign set to beam the city residents' most incredible, enjoyable and unforgettable hours to the world. **Full Story - Pages 6&7**

Anger over A&E waiting times at ERI

LIZZY BUCHAN

NHS Lothian has been called to provide answers after eight people were left waiting more than 12 hours for treatment at Edinburgh Royal Infirmary at the start of the month.

Recent improvements at local accident and emergency departments were dashed as it emerged 55 people faced a wait of at least eight hours at the Capital's flagship hospital - nearly half of the national total.

It is the highest figure since weekly reporting began in March and politicians have demanded answers over the cause.

Full story - Page 15

Four-year-old in hospital after running across busy road

LUCKY TO BE ALIVE

JOHN CONNELL

A FOUR-YEAR-OLD girl run over by a car just moments after running out in front of a bus is recovering in hospital after suffering head injuries in the horror road smash.

Witnesses said the girl slipped away from her grandmother and ran out into the busy road at Muirhouse Parkway - forcing a bus driver to slam on his brakes - before being struck by an overtaking car which was unable to stop in time.

The girl was rushed to the Sick Kids Hospital where she is now receiving treatment.

Full story - Page 4



INSIDE



**YOUR
12-PAGE
PROPERTY
GUIDE**

NEWS

Capital's marketing gurus unveil 'digital takeover' and ask

Campaigners want to hear from 24-hour party people

JOHN CONNELL

IT COULD be exploring the medieval closes of the Old Town, enjoying the view from Calton Hill or having a late-night laugh at the Stand Comedy Club.

Now the people of Edinburgh have been invited to share their own recommendations of how to spend time in the city as part of an online marketing drive.

The digital rallying call to boost the Capital's profile will challenge locals to share their suggestions on social media to create a "real-time 24-hour snapshot" of what makes the city exciting, funny, interesting and inspiring.

The project is part of a million-pound campaign to draw people back into the city centre and will kick off with an action-packed "digital takeover" next Wednesday.

Marketing chiefs are urging people to share their "unmissable moments" throughout the day using the hashtag #ThisisEdinburgh24.

Businesses and residents are being asked to post images and videos of their personal recommendations, hidden gems and favourite spots in one "massive social media quest" to showcase the very best Edinburgh has to offer.

The campaign, which aims to put Edinburgh firmly on the map as an "amazing place to live, work and visit", will launch at 6am, running right through the night.

As part of the initiative, well-known faces such as Commonwealth Games medalist Lynsey Sharp, Olympic cycling hero Sir Chris Hoy and Balerno-born singing sensation



MORNING, NOON OR NIGHT - JUST TELL US

WE want to know what your favourite hour of the day is - and why.

You've read how Sir Chris Hoy enjoys a mid-afternoon pick-me-up, but perhaps you're inspired by a 7am walk with the dog or dinner with the family at 7pm. Or maybe you're a night owl who can't

wait to rise with the lark. Next week, we'll feature 24 hours in the lives of our readers.

To contribute, e-mail us around 100 words about your favourite hour of the day, with your name, where you live, your age and a picture to newsen@edinburghnews.com.

Nina Nesbitt have shared their favourite places and times of the day in the city.

Part of the campaign will be curated from the Twitter (@Edinburgh) and Instagram (@ThisisEdinburgh) accounts.

The packed 24-hour digital programme of hourly vlogs, along with images and broadcasts will give a lively glimpse of the many things to see and experience. With a few surprises along the way, followers online will be able to enjoy a mix of content throughout the 24 hours, ranging from late-night comedy at the Stand and midnight tours of the Vaults to

beer bottling at Barney's Brewery in Summerhall and outdoor rooftop swims at OneSpa.

The campaign will continue throughout the busy summer months, with the best public suggestions using #ThisisEdinburgh24 shared across This is Edinburgh's social channels each week.

John Donnelly, chief executive of Marketing Edinburgh, said: "Edinburgh is a vibrant and dynamic city with so much to offer. #ThisisEdinburgh24 will showcase a selection of our best things to see and do in Edinburgh, but no-one knows it better than the people who

for real-time updates of your favourite city activities on social media

Picture: IAN GERROSON



Sunset and Leith, or tea in style, they're all fired up

ATHLETE Lynsey Sharp said her idea of a perfect day would involve an early evening run along the Water of Leith around the Dean Village or along the Prom at Craigmond to watch the sunset.

Meanwhile, Sir Chris Hoy, below, the most decorated Olympic cyclist of all time, would prefer to enjoy a more leisurely "mid-afternoon pick me up" at the Artisan Roast Café in Broughton Street.

Greg McHugh, the creator, writer and star of BBC comedy series Gary: Tank Commander, said: "A perfect day in Edinburgh starts with looking out a Prestonfield House window to see a cloudless sky and then



setting off for a walk up Arthur's Seat."

Actress Freya Mavor, best known for playing Mini McGinness in teen drama Skins, said she enjoyed wandering through the National Portrait Gallery.

Balerno songstress Nina Nesbitt, left, best known for her single Stay Out, said: "I love the daily gunfire at 1pm as tourists are always in such awe. It's a great tradition and adds to the grandeur of the Castle and the city's atmosphere."



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'DIGITAL RALLYING CALL TO EVERYONE WHO LOVES THE CITY'

All posts and videos will be compiled on www.thisisedinburgh.com/#ThisisEdinburgh24

A partnership jointly funded by the city council, Marketing Edinburgh and Essential Edinburgh, This is Edinburgh also aims to increase footfall to the city centre by two per cent above the national average.

It was projected that the £1 million campaign will be worth £50m to the economy within the city centre over the two years.

Using a "contemporary and cosmopolitan" approach, campaign organisers claim the event is about "letting Edinburgh speak for itself".

A campaign spokeswoman said their website www.thisisedinburgh.com #ThisisEdinburgh24 was packed with hidden gems, event listings, local knowledge and displayed content from people who were out and about enjoying the city centre.

john.connell@edinburghnews.com

Local advice is worth listening to! Comment - Page 18

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