

ESSENTIAL EDINBURGH.
Central Business Improvement District

Roddy Smith
Focus on the Future

Essential Edinburgh

- Represent over 600 businesses
- Privately funded by the members
- Support our members by promoting the New Town area and making our BID area safer, cleaner, more attractive, more accessible and busier than the rest of the city – attract local and tourists
- Deliver objectives through partnerships



Tourism and Promotion

- Integrate with city wide events /tourism strategy – not a competition
- Utilise St Andrew Square and George Street (Castle Street) as city centre event spaces to support footfall/events and promote trade to our retailers/hospitality
- Drive footfall to the BID area whilst supporting city wide events and projects – focus of EE's events are in the 'quieter' months
- Quality retail/hospitality offering 12 months of the year
- This is Edinburgh Campaign – Over delivered on targets
- Events Strategy – 5 key EE events and numerous festivals

Facts and Figures

- 40,000 people attended This is Edinburgh (TIE) events in 2015
- TIE delivered 2.8% increase in footfall, retail sales up 1% above UK average
- 250,000 people visited St Andrew Square specifically for the summer festival 2015
- 575K visited George Street in Dec 15
- 1.3 million people visited Princes Street in Aug 2015
- 32 million people counted in BID area across 2015



EE Events 2016

EDINBURGH
FASHION
WEEK

5TH – 13TH MARCH

EDINBURGH'S
Spa in the City 

FILM IN THE CITY



EDINBURGH
RESTAURANT
FESTIVAL

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New Town Developments



Key New Town Tourism Issues

- Increased hotel/bar /restaurant provision – year round focus
- Effect of St James across the BID
- Manage the change (4 years)
- Open for Business
- St Andrew Square/Castle Street
- George Street Festival activity
- Maintain momentum from This is Edinburgh campaign
- New Town 250th 2017 celebrations
- Respect and embrace history – evolve and invest for the future

