



ESSENTIAL UPDATES NEWSLETTER



APRIL 2014

**WELCOME TO THE FIRST EDITION OF
OUR NEW QUARTERLY NEWSLETTER!**

A warm welcome to the first quarterly newsletter of 2014 and the first newsletter of the second term of Essential Edinburgh. We hope you had a successful first quarter and that the rest of the year will be prosperous for you and for all businesses within the city centre.

In this first issue you will find updates on the projects and initiatives currently being progressed by Essential Edinburgh; the latest news and information about upcoming events in the BID area and how you can get involved; a focus on BID businesses and offers from other businesses within the BID that may be of interest.

The beginning of this year has already seen some exciting new events and marketing activities for the city centre, beginning with “Field of Light” in St Andrew Square Garden in February, and running until the end of April. The City Centre Marketing Campaign kicked off in March with some very exciting advertising campaigns and activities within the city centre.



Project updates

George Street

Following the successful George Street Festival in August the City of Edinburgh Council are running a 12 month trial of part pedestrianisation of all sections of George Street, starting in July. Discussions with the Council and George Street businesses are underway to ensure the feedback received during August informs decisions for this exciting trial.

Trade Waste Project

Essential Edinburgh is pleased to announce that we are to partner with Changeworks to provide an exceptional recycling and waste management service for levy payers, reducing your waste, carbon and costs. They aim to get to know your business so that they can provide a truly tailored solution, and your dedicated business adviser will support you every step of the way. They will also arrange to collect your waste bags from inside your premises so as to reduce litter on the streets.

Don't miss the opportunity to start taking advantage of their tailored service immediately, by giving your dedicated Business Adviser, Richard Dryburgh a call on 0800 694 0158. Richard will be able to advise you on the next steps and arrange an informal meeting to discuss your needs.

For more information about Changeworks Recycling, visit the website www.changeworksrecycling.co.uk

City Centre Marketing Campaign - This is Edinburgh

We will be expanding our events this year to bring more visitors and locals back to the city centre. These are as follows:

Style In The City, new for 2014, 29th March and 5th, 12th 19th April 2014

Spa In The City, health, beauty & wellbeing event, 24th to 25th May 2014

Film In the City, film screenings in conjunction with the Film Festival, June 2014

For more information about the campaign please visit thisisedinburgh.org.uk

The Essentials - Clean Team

To contact the Essentials please call 07919 560 290

07:00 - 18:30 from September to April

07:00 - 20:30 from May to August



Events

We have an eclectic mix of events across the Essential Edinburgh area; from markets to poetry, festivals to conservation, there is something for everyone.

Business Expo
The Merchants' Hall, 22 Hanover St
23rd April, 4pm-6pm

We would like to invite you to attend a **FREE** BID Expo event, to explore the array of services available to businesses within the BID area.

Email: gillian@essentialedinburgh.co.uk for more info or to note your attendance.

Calendar	
April	Style In The City Field of Light, St Andrew Sq Business Expo
May	24th to 25th - Spa In The City, St Andrew Square
June	12th to 15th - Film In The City, St Andrew Square

Business Focus

Rewards Training. 14a South St Andrew Street. 0131 557 6500
Rewards Training delivers a variety of training opportunities to organisations both large and small. In particular we provide nationally recognised qualifications that can benefit from funding through the Scottish Government. We also provide practical personal and management development training either on a public or in house basis. We always talk to our clients in advance to ensure the training best meets clients needs.

www.rewardstraining.co.uk

Ambergreen. 135 George Street. 0131 225 0720

Established in 2001, Ambergreen Internet Marketing has been part of the constantly evolving digital marketing landscape. As a full service agency we offer a wide range of solutions to help brands develop their online marketing strategies in order to achieve their business goals. At Ambergreen our experience is combined with our knowledge of the industry and a close working relationship with the client to form an individual strategy that delivers results. Our expertise in creating synergy between organic and paid search, display advertising, strategic planning, PR, social media, and inhouse training ensures we remain one of the UK's leading internet marketing agencies.

www.ambergreeninternetmarketing.com

Latest business offers

Holistic HR – a Complete Approach to Employment, 125 Princes Street 0131 226 8200

If your business employs people, good HR advice is vital. Holistic HR (supported by MBM Commercial Solicitors) is a new service which enables you to get unlimited specialist advice for a fixed annual fee, based on the number of people you employ. The service is provided by experienced employment lawyers who will provide advice covering the whole life-cycle of employment from hiring staff to termination of employment, an HR training session and access to our online employment documents and insurance against employee claims. The fixed annual fee starts at £500 for businesses with 1-5 employee(s) with a **10% discount** for BID businesses signing up before April 2015. For further information contact hannah.roche@mbmcommercial.co.uk or 0131 226 8216.

The Merchants' Hall, 22 Hanover Street. 0131 220 9283

Located in the heart of Edinburgh's Business District, The Merchants' Hall is ideally located for corporate entertainment, conferences, weddings and evening receptions. **10% discount** for all BID businesses for business or private hire.

National Records of Scotland, 2 Princes Street. 0131 314 4300

Our prestigious seminar facility can be booked for meetings and conferences. There are also two smaller meeting rooms that can also be used. Charges for the Dome facility start at £90. **10% discount** for BID Businesses.

ESSENTIAL EDINBURGH.
Central Business Improvement District

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 **@EssentialEdin**

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