



ESSENTIAL UPDATES NEWSLETTER



JULY 2014

**WELCOME TO THE SECOND EDITION OF
OUR QUARTERLY NEWSLETTER!**

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

In this 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; a focus on BID businesses and offers from other businesses within the BID that may be of interest.

The Business Expo in April went very well and we are hoping to run a second one in October, keep a look out for upcoming emails regarding this event.

The City Centre Marketing Campaign - This is Edinburgh kicked off with Style in the City which ran from 29th March to the 19th April. Then we had a fantastic Spa in the City on the 24th and 25th May, which despite the rain on Sunday was fully booked and a great success. Film in the City in St Andrew Square Garden was a great success; with over 11,00 people attending, and planning is well under way for the Food event in September.

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. The installation of the decking will start at the end of July, and the marquees will follow. So fingers crossed for a lovely, warm & sunny Summer.

Update from Changeworks Recycling

Businesses have been quick to sign up to our waste and recycling services.

Since switching, Lush discovered that increasing their recycling rates actually reduced their business costs. *"We've introduced food waste collections and our overall waste costs have reduced by around 50%!! The regular, reliable collections mean we don't get caught out with fines"*.

Avoiding a fine of £200 or even a threat of one can be a worry for city centre businesses, our flexible in house collections removes that concern. *"The uplift service can be tailored to our varying requirements and there is always help at the other end of the phone"*. Emperor Design

"The improvement to the service since moving our waste contract to Changeworks Recycling has been fantastic. We are delighted with their partnership approach and understanding of the waste needs of a fast moving food business". McDonalds



If you haven't already met Richard, your Business Adviser, he will be visiting you soon. If you are unhappy with your existing provider then talk to us about switching now!

Call Richard Dryburgh on **0800 694 0158**
or email: **rdryburgh@changeworksrecycling.co.uk**

Utilities Project

Business Advisory Support, 0141 530 5152

We now have 24 businesses signed up to our utilities project and the approximate total savings are in excess of £200k.

On EVERY occasion we have managed to offset the BID Levy.

For more information on how to receive a savings analysis please contact; Stephen Martin, **s.martin@advisorysupport.co.uk** or visit the website **www.advisorysupport.co.uk**

Events Calendar

Aug

Sunday Street Food Market
Every Sunday (3, 10, 17, 24 & 31)
Castle Terrace

Sep

Ryder Cup activity in St Andrew Sq

The Essentials Clean Team

To contact the Essentials Clean Team please call:

07919 560 290

September to April

07:00 - 18:30

May to August

07:00 - 20:30

Business Focus

Traveleads supports the
Essential Edinburgh BID initiative

**Traveleads**

*Professional travel management services in
the heart of Scotland's capital*

For a chat about how we can help you control
your company's travel expenditure, please
call Maggie Monteith on **0131 718 4000**

Traveleads, 39 George Street, Edinburgh
www.traveleads.co.uk



TC Young Wilson Terris 69a George Street 0131 220 7660

www.tcyoung.co.uk

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Latest business offers

LJ Research, 26 Alva Street, Edinburgh, 0131 623 6217

Customer Feedback Surveys

Ever wondered what your customers really think of you?

It's the most crucial intelligence of all, yet many businesses never seek it out. They're either too busy to ask or don't know how to. Knowing what really matters to your customers is key to retaining them and, critically, increasing sales conversions.

For a short time only until 1st September, LJ Research, an Edinburgh-based market research agency, are offering an online customer feedback questionnaire using their own bespoke survey platform for an annual fee of £250 for BID businesses (this is a **50% saving** compared to the standard price).

For further information, contact tom@ljresearch.co.uk or visit www.ljresearch.co.uk/ee.asp

Regus Business 83 Princes Street, Edinburgh, 0131 247 6700

The UK's award winning serviced office space, virtual office and meeting room provider is offering BID businesses **20%** discount on meeting room hire.

If you are looking for a professional venue to hold your next business meeting then why not pop in and view the new Princes St board room with great views of Edinburgh Castle? call Regus Business Centre to arrange. Look forward to seeing you soon.

ESSENTIAL EDINBURGH.

Central Business Improvement District

To contact Essential Edinburgh:

139 George Street

Edinburgh, EH2 4JY

t: +44 (0) 131 220 8580

e: info@essentialedinburgh.co.uk

www.essentialedinburgh.co.uk



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