

INSPIRING EVENTS
STRATEGY





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VISION

Edinburgh has built an enviable reputation for presenting major high profile events, particularly over the past ten years. The City of Edinburgh Council and its partners in events planning and management take a pro-active and strategic approach to events to ensure that we always deliver the best.

At a national level, Scotland aspires to become "one of the world's finest events destinations by 2015". The vision of Edinburgh's strategy for major events reflects that, recognising Edinburgh's unique status as Scotland's capital city and as the gateway to the rest of the country. Edinburgh will continue to grow as one of the world's finest events cities.

"SATURDAY 2ND JULY WAS A DAY I'LL REMEMBER FOREVER. IT WAS WONDERFUL TO SEE EDINBURGH WELCOME OUR SUPPORTERS WITH OPEN ARMS AND I CANNOT IMAGINE A MORE INSPIRING SETTING FOR THE EVENT"

ALEX BURROW, COORDINATOR MAKE POVERTY HISTORY RALLY
2 JULY 2005

WHY EVENTS ARE IMPORTANT FOR EDINBURGH

- They produce benefits for the city's economy.
- They give life to the city.
- They create interest in the city.
- They reflect the kind of city Edinburgh is.



STRATEGY

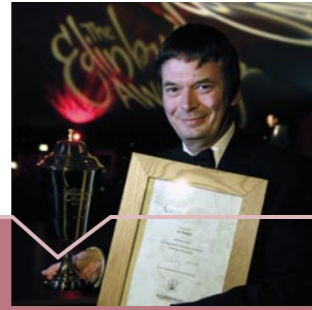
The Events Strategy is partnered with Edinburgh's Festivals Strategy. Together, events and festivals help to promote the city, present similar opportunities and face similar challenges.

Our strategy is to create and deliver a balanced portfolio of major events for the next ten years.

These will achieve one or more of the following:

- generate significant economic benefit for the city region;
- help make the city lively all year round;
- reflect the political and civic importance of Edinburgh as the capital city;
- reinforce the City Vision and the City Region Brand.





Our events portfolio will be a mixture of established successful events, new events which we will create or commission and national/international events which we will bring to Edinburgh. As part of the portfolio, we aim to present at least one new major event of national or international standing each year.

Sometimes the City of Edinburgh Council will act alone. More usually, we will work in close partnership with Scottish Enterprise Edinburgh and Lothian, other key organisations (eg EventScotland and VisitScotland) and with events promoters.

Our approach won't be ad hoc. When considering a potential new event, we will assess it against our basic requirements and we will also look at whether it will:

- promote Edinburgh as a vibrant, contemporary international city;
- encourage people and businesses to live in, invest in and visit Edinburgh;
- strengthen the city's international relations and international development work;

- generate money for city, national or international charities;
- interest or involve the city's diverse communities;
- interest or engage young learners in our schools and help to meet our educational objectives;
- help to regenerate various parts of the city.

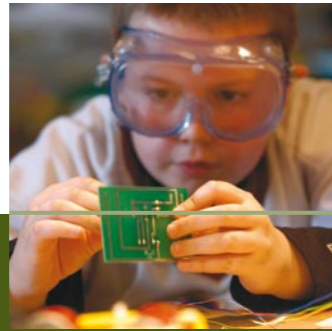
If an event scores well against these criteria, it is then important to assess whether it will complement those events already in our portfolio. As well as balancing existing events with new ones, we want to provide a balanced programme of events covering, for example, culture, sport, science, technology, politics, entertainment and business.

Occasionally, an event opportunity will arise which is so exceptional that it will be grasped even if it doesn't quite meet the key criteria. A flexible approach will ensure that not only can we act quickly, but also that we can balance such opportunities with our ongoing commitments.

“COWPARADE EDINBURGH IS THE RESULT OF PRODUCTIVE AND CREATIVE RELATIONSHIPS BETWEEN MANY DIFFERENT PEOPLE AND ORGANISATIONS IN EDINBURGH WHO HAVE MADE THIS AMAZING EVENT HAPPEN. THANK YOU”

CHARLES LANGHORNE
MANAGING DIRECTOR COWPARADE EUROPE





STRATEGY BENEFITS

A strategic and transparent approach will help us to:

- spread risk across many events, so that success won't depend on one event alone;
- ensure we deliver those events which are right for Edinburgh;
- improve our success rate in attracting national and international events to the city against fierce competition;
- maximise return on investment – because, as partners, we'll do the creative thinking, the research and the bidding together, sharing costs and transferring knowledge from one event to the next;
- deliver added value to the city's infrastructure;
- promote the core economic, social and environmental values of the Edinburgh: Inspiring Capital brand;
- maximise opportunities for local suppliers.

SO, HOW WILL WE DO ALL THIS?

We'll use the best market intelligence, we'll foster relationships with key decision makers and those who own the rights to international events and we'll cultivate the city region's own creativity. We'll make sure we've got appropriate venues and facilities. A major audit of events venues and infrastructure has recently been completed and work continues to improve some of our most important facilities such as the Usher Hall and the Ross Bandstand in Princes Street Gardens. Additionally, we'll encourage everyone involved in events across the city to work together and to raise our existing high standards even higher.



FURTHER INFORMATION

Inspiring Events Guide
Inspiring Events Review
www.eventsedinburgh.org.uk

'Events Management: a practical guide', EventsScotland, 2006
www.eventscotland.org.uk

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“ONE OF THE BEST
CONGRESSES THE IPI
HAS STAGED ...
A CLEAR INDICATION
TO THE DELEGATES
THAT THE CITY
VIEWED THEIR
PRESENCE HERE
AS SOMETHING OF
WHICH TO BE PROUD”

KEN MACQUARRIE ON INTERNATIONAL PRESS INSTITUTE
WORLD CONGRESS AND 55TH GENERAL ASSEMBLY



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