

Edinburgh numbers crunched in new publication

For the first time the details of top Edinburgh-based companies arranged by pre-tax profits have been published in the latest edition of Edinburgh by Numbers, published by The City of Edinburgh Council.

Scottish Widows Group Limited owned by Lloyds Banking Group PLC in the insurance and pensions sector, is at number one with Standard Life PLC in the same sector at number two. Heineken UK Limited owned by Heineken NV in the brewing sector is the third most profitable firm in Edinburgh.

[Edinburgh by Numbers 2012/13](#) contains key facts for investors, entrepreneurs and anyone else with an interest in the city including sections on access to markets, workforce and education, transport and telecommunications, property, economic structure and quality of life.



Some of the figures show which locations have attracted most visitors. Curiously the National Galleries which are a free visitor attraction have much the same number of visitors as Edinburgh Castle which you have to pay for. But Edinburgh Zoo with visitor numbers of 547,364 in 2010 must be set to break all records this year with the arrival of its rock star animals.

On its own website, Edinburgh Zoo has said that:-

- Research shows that other Zoos (Atlanta and Adelaide) have achieved a 70% increase in visitors in the first year of hosting giant pandas.*
- Edinburgh Zoo conservatively estimate that the giant pandas will bring an extra one million visitors to the*

zoo during their 10-year stay.

Councillor Tom Buchanan, Convener of the Economic Development Committee, said: "The document highlights Edinburgh's diversity and ability to attract a wide a range of companies including those in the brewing, renewables and financial sectors. Although the list focuses on pre-tax profits, we recognise there are many companies important to the city for other reasons such as turnover or size of workforce. Edinburgh by Numbers is an excellent resource for those interested in investing in the city or simply looking for key facts and figures about the capital. We are constantly trying to improve the look and content of Edinburgh by Numbers, which is why we have included some new information this year."