

Five things you need to know today



Free Festival Parking..after 5 – Social Innovation Incubator awards – Multi-cultural community meeting – Gilded Balloon at the Fringe – Tollcross Business leaflet

[The BBC](#) reports that there is to be free Festival parking from 5pm in the city centre to try and help out the businesses there.

Twelve new non-profit organisations, based around Edinburgh and Glasgow, which aim to improve different aspects of society have been selected for the 2012-13 Social Innovation Incubator Awards.

The awardees include a company that aims to increase the physical activity levels of staff in the workplace, a company that develops the IT skills of older users and a social enterprise that will support people disadvantaged by disability and long term health issues to set up micro businesses as a way back into the workplace.

The winners of the unique award, designed and co-ordinated by The Melting Pot, will each receive a support package for business start-ups worth about £10,000 over a 12-month period. The pick 'n' mix menu of support ranges from legal, HR and accountancy advice to marketing and IT strategy and business coaching.

The Managing Director of The Melting Pot situated in Rose Street, Claire Carpenter, said:- "We're delighted with the way this new, innovative programme of support has worked out.

We're supporting 12 fantastic social change organisations during the difficult start-up stages. We know what they need – we've been there ourselves. So, we've leveraged more than £100,000 worth of very practical support from trusted and recommended advisors who all want to see the next generation of social-change makers succeed."

She added:- "Our partners and sponsors have been very generous. Everyone connected is excited about this programme and the opportunities that will come from it. We will watch it unfold and add to the rich heritage of social innovation in Scotland."

The companies that have pledged support include FirstPort, the Social Enterprise Academy, Rocket Science, the Big Lottery, STV, Institute of Directors and many more.

Duncan Osler, a partner with the leading Scottish law firm MacRoberts, said: "This is a great idea from The Melting Pot that will change people's lives in so many positive ways. Setting up a new company can be a lonely experience but this award means that all these social innovators will not be alone and will be able to draw on the best advice available. MacRoberts is delighted to be involved with The Melting Pot and everyone that has pledged support."

A Multi-Cultural Community Meeting is to take place next Thursday 12 July 2012 at 6.30pm in The White House, 70 Niddrie Mains Road, Edinburgh EH16 4BG hosted by the Neighbourhood Alliance, local police, social housing providers, Edinburgh and Lothians Race Equality Council (ELREC) and other agencies in the East neighbourhood who are working closely together to improved the amenity of the area and make the community safer for all residents, visitors and businesses. We live in a diverse multi-cultural community, with more new people moving into the area all the time. This is an opportunity to meet and

learn more about each other, about local services and activities. The meeting is designed to be informal, the aims being:

To improve community relations and understanding of cultural differences.

To provide community reassurance whilst building a familiar, friendly relationship with the various local statutory and voluntary agencies in the area.

To provide opportunities for residents to raise any concerns or issues and advice and ways on how to report such matters.

If you know someone who would like to come, but needs an interpreter to attend, please advise ELREC on 0131 556 0441 or email Arun Gopinath at agopinath@elrec.org.uk and every effort will be made to facilitate this. Everyone is welcome and there will be refreshments.

The Gilded Balloon have been in touch about their Fringe shows which include a show called I, Tommy.....yes Tommy Sheridan has made it to the Fringe...at least his character has.

This year at Gilded Balloon we have a BULGING theatre programme that is bigger and better than ever!
Although we're known for being one of the top comedy venues in the Fringe, we didn't want you to miss out on our completely amazing theatre program this year. We've got revivals and revisitations to some classics, some modern day controversies, some big name celebrities turning their hand to playwrighting, and some fun stuff for the whole family!
Head [here](#) for all your ticket needs... and keep your eye out here, [twitter](#) and [facebook](#) for all sorts of exciting deals and info!

Over 150 Tollcross businesses are set to receive a boost as the Council launches a new publication making it easier for shoppers to find the area's key retailers and independent businesses.



Discover Tollcross, the new Tollcross Business Brochure, was officially launched this week. It forms part of the Council's ongoing commitment to '[Building Stronger Town Centres](#)' through a team of dedicated Town Centre-Coordinators.

The brochure features 30 businesses offering some discounts to encourage people to shop locally and discover Tollcross' unique mix of 150 shops and businesses which offer an alternative complementing the big brands in the city centre.



Convener of
Economic
Development Tom
Buchanan

Councillor Tom Buchanan, Economic Development Convener, said:-
"Edinburgh's town centres offer a vibrant alternative to the retail offering in the city centre. With a mix of independent shops, cafés and pubs, Tollcross has a lot to offer those looking for something a little different.

"The launch of this brochure demonstrates our commitment to supporting the local businesses in Tollcross. Through it we can give smaller shops a platform from which they will be able to attract more customers."

Tollcross is one of the city's main southern gateways to the heart of Edinburgh – linking Bruntsfield with Lothian Road. It offers a vibrant mix of independently owned shops, delis, eateries, salons and characterful pubs.

The area also boasts key entertainment venues such as the King's Theatre, one of Scotland's historic and most important theatres, and the Cameo Cinema, Edinburgh's favourite independent arts cinema originally opened in 1914.

Andrew May, Vice Chair of the [Tollcross Traders Association](#) (TTA) and owner of [Andrew May Wind Instrument Repairer](#), said: "Discover Tollcross is a great showcase for the businesses of Tollcross. We hope it will help spread the word about the unique range of shops and businesses in the area.

"Tollcross is home to many guest houses and B&Bs and the brochure will encourage visitors to stay in the area for their retail and culinary needs. It is also an excellent opportunity to spread the word about Tollcross to local residents who may be more likely to jump in their car or on a bus than shop locally.

"Tollcross Traders Association (TTA) are really excited by this launch and see it as a great way of bringing new customers to this unique and historic part of the City. TTA would also like to acknowledge the support from the City of Edinburgh Council, without whom this project would not have been possible."