

# West End traders get their name on the tram line



Following comments from local businesses, the tram stop in Shandwick Place is to be renamed so that any visitors will know where they are...

The stop will be renamed 'West End – Princes Street' to highlight the area to foreigners.

The move comes following calls from local traders who feel that the small change can help to provide a much needed boost following tram works.

The updated stop name is to be considered at next week's Council meeting and, if agreed, will be implemented in time for the production of the range of signs and materials needed for a passenger service.

Transport Convener Lesley Hinds said:-"I think this is a good move and a really positive suggestion by traders in the West End area. They've had tram works on their doorstep for quite some time now so we are very keen to make this happen. The new stop name will inform visitors to the city that they are in the West End and near to Princes Street rather than just solely Shandwick Place.

"The West End is a vibrant part of the city with much to offer residents and visitors alike and anything that promotes this is a benefit.

"The city centre will be clear of tram works in a matter of weeks and this will be a relief to everyone. It's now time to grasp the opportunities ahead of us as we develop Edinburgh's integrated transport system."

The city centre will be clear of tram civil engineering works by October with Haymarket (Dalry Road to Manor Place) now set to reopen to traffic around 12th October and Shandwick Place crescents to open around 19th October.

The tram service is now forecast to be up and running for passengers in May 2014, two months ahead of the revised target of July 2014. Plans have been set out for the handover of a section of the tram route between Gogar depot and Edinburgh Park Station for testing in early October with full route testing to take place in December.

Last month the Council set out plans to create a new organisation, Transport for Edinburgh, to integrate transport services in the Capital. Transport for Edinburgh will be set up initially to integrate the tram and bus services, with Lothian Buses and Edinburgh Trams confirmed as the operators.

The project remains in line with the revised budget (£776m) approved by the Council in September 2011, with work either ahead of schedule or in line with the revised timescale reported in December 2011.

Councillors will consider the name change as part of a wider [tram project update](#) on Thursday 26th September.