

Council appoint James to take charge of their culture venues

The City of Edinburgh Council's cultural venues collective has appointed James Bruce as programme development manager. The position which is based at the Usher Hall also covers city landmarks the Assembly Rooms, Ross Bandstand and Church Hill Theatre.



The role will focus on the curation of top events across four of the capital's most high profile venues, with the diverse portfolio catering for a broad range of performances, with capacity for ten to 2,300 attendees.

James brings more than 10 years of experience in the music entertainment sector, having helped deliver over 250 events per year in his previous role as senior promoter at PCL Presents.

Having previously held roles at London-based artist-ticketing platform CrowdSurge/Songkick and Coca-Cola during the Olympic Torch Relay celebrations, James has led major label album releases, worldwide arena tour announcements and the production of 55,000 capacity concerts.

Currently furthering his education with a FutureLearn course in Digital Economy at The Open University, James joins the team at a crucial time as the Assembly Rooms celebrates its

230th anniversary and another year at the heart of the Edinburgh Fringe Festival.

Karl Chapman, service manager of the City of Edinburgh Council's Cultural Venues, comments: "James will help us to develop fantastic concerts and events across a colourful range of music genres. He has a proven track record of delivering innovative, successful events and understands what it takes to work with and for a diverse range of artists, promoters, tour managers and agents. We are delighted to have him on board and excited for the months and years ahead."

This appointment also follows the Usher Hall's grading earlier this year as Scotland's only 5* concert hall for the sixth year in a row. The award from Scotland's national tourism body, VisitScotland, recognises the venue's exceptional facilities, acoustics and customer service provided by staff.

James Bruce comments: "This is an exciting time for the Cultural Venues which are entertaining festival audiences 70 years on from the very first Festival concert at the Usher Hall in 1947.

"I'm looking forward to delivering the type of five star experiences and programmes the venues' concert-goers have come to expect and love, while bringing in new artists and events."