

Council supports the tourism and hospitality recovery strategy fronted by ETAG

At yesterday's council meeting of the Policy and Sustainability Committee, councillors agreed to support the tourism recovery strategy which Edinburgh Tourism Action Group are devising.

Further to an amendment by the Green Group the funding will depend on plans being aligned with the council's net zero carbon by 2030 ambition.

They had been asked for the sum of £75,000 but agreed the council officers' recommendation to subsidise the project with £55,000.

Director of Place, Paul Lawrence, was asked to explain the reason for not paying the full subsidy asked for. This was during the discussion on deciding to take the former Arms Length External Organisation (ALEO) of [Marketing Edinburgh](https://www.marketingedinburgh.org) in house at the council. This decision was approved yesterday and means that all the assets of the company which include databases and the income generating [edinburgh.org](https://www.edinburgh.org) are now owned by the council. Mr Lawrence said: "We are trying to minimise the cost to the council at all times. If digital assets become available to the campaign this minimises the cost of the campaign to ETAG. That's why we arrived at the sum of £55,000."

The campaign will urgently address the slump in tourism business just ahead of holiday accommodation reopening next

Wednesday 15 July 2020. In Edinburgh the tourism business is worth around £1 billion a year and the danger is that 18,000 jobs could be lost.

The council also says it will create a dedicated team in the council and will maintain the existing assets looked after by Marketing Edinburgh until now which include the database the company amassed and also their website.

Council Leader, Adam McVey, said: "This pandemic has presented us with several unforeseen challenges and we, as a Council, are being faced with many demands financially. We recognise, however, that the Tourism and Hospitality industry has been incredibly hard hit over the last few months. Edinburgh has an incredibly vibrant hospitality offer which we all take advantage of as somewhere to eat, drink and meet loved ones and a huge part of that success is based on the high level of visitors keeping so many of our brilliant businesses going. We need to take urgent action to ensure that we can build the sector back as fairly and sustainably as possible.

"We very much welcome the First Minister's update advising that the industry can start getting back into gear from 15 July and we need to continue supporting the reopening of our city. We have a crucial role to play in supporting businesses' success as they recover from the pandemic, and we must take a Team Edinburgh approach to this, working with our partners to achieve Edinburgh's potential and pave our way out of this crisis."

Depute Leader, Cammy Day, said: "While our focus is on the long-term creation of a sustainable economy, it's clear there is a need for a short-term campaign to get us there following the Scottish Government's announcement yesterday. We're taking a Team Edinburgh approach to the City's wider economic recovery, supporting local businesses to create a more sustainable economy, and with that, supporting local jobs. We have to work together to secure the best possible outcome for

our city and we anticipate that the support agreed today will be matched within the wider industry.

“Longer term, we need to ensure we can move quickly and adapt as needed to Edinburgh’s specific circumstances while making sure our actions are sustainable and in line with the future plans for our city.”

Non-Executive Chairman of Edinburgh Tourism Action Group (ETAG), Donald Emslie, said:“It has been clear from the outset that the tourism sector in Edinburgh was going to be very hard hit by the Covid-19 crisis and we are delighted that the Council has recognised the need to work with ETAG in order to do what we can to support businesses and minimise job losses. At the same time, we are extremely conscious of the need to put public safety first and therefore the campaign activity will aim to both inspire and inform visitors, to ensure that tourism recovers in a safe and responsible manner.”

Chair of Old Town Community Council, Sam Piacentini, said:“The tourism and hospitality sector plays a hugely important role in providing much needed jobs for the citizens of Edinburgh. Without a collective effort to support local businesses in communities right across the city, we stand to lose thousands of jobs resulting in long-term social and economic impacts for years to come.

“We therefore very much welcome this announcement of Council support, which will enable partners to work collectively to secure the future of an industry which not only provides 34,000 jobs, but makes Edinburgh such a special place to live. The initial focus of the campaign will be on informing and inspiring citizens of Edinburgh to re-discover their own city in a safe and responsible way.”

[su_spoiler class="my-custom-spoiler" title="Friday 10 July 2020"]Mandatory face coverings in shops

OUTDOORS a household can meet up to 4 other households at a time up to 15 people in total

INDOORS a household can meet up to 2 other households at a time – up to 8 people in total. This includes overnight stays. A house can meet up to 4 other households per day in total.

The limit on the number of other households you can meet per day (indoors or outdoors) does not apply to young people who are under 18.

Children aged 11 or under no longer need to physically distance indoors.

Young people aged 12-17 must continue to physically distance.

Extended Households: All non cohabiting partners (and any children under 18 in the household) can form extended households without physical distancing. [/su_spoiler]

[su_spoiler class="my-custom-spoiler" title="Monday 13 July 2020"]Non-essential shops inside shopping centres can re-open (following guidance and with physical distancing).

All dental practices may begin to see registered patients for non-aerosol routine care.

Urgent care centres will continue to provide aerosol generating procedures.

Organised outdoor contact sports, play and physical activity can resume for children and young people under 18 (subject to guidance).

Face-to-face youth work can resume outdoors (following relevant guidance). [/su_spoiler]

[su_spoiler class="my-custom-spoiler" title="Wednesday 15 July 2020"]Places of worship can re-open for congregational services, communal prayer and contemplation with physical distancing and limited numbers.

Museums, galleries, monuments, libraries, various other visitor attractions, cinemas (including drive-ins and venues screening films) – with physical distancing and other measures (e.g. ticketing in advance).

Hairdressers and barbers can re-open – with enhanced hygiene measures. All childcare providers can open subject to individual provider arrangements.

Indoor hospitality can reopen (subject to physical distancing rules and guidance).

All holiday accommodation permitted (following relevant guidance).

Easing of restrictions on attendance at funerals, marriage ceremonies and civil partnership registrations with physical distancing (limited numbers).

Associated receptions are subject to restrictions on hospitality and household meetings.[/su_spoiler]

[su_spoiler class="my-custom-spoiler" title="Wednesday 22 July 2020"]Universities and colleges – Phased return to on campus learning as part of a blended model with remote teaching.

Public health measures (including physical distancing) in place.

Other personal retail services such as beauticians and tailors can re-open – with enhanced hygiene measures.

Motorcycle instruction and theory/hazard tests can resume.

Tractor driver instruction can resume.[/su_spoiler]