



Royal Mile Charrette

Summary and Outcomes

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Foreword

I am delighted to present the outcomes of the Royal Mile Charrette, a collaborative workshop in which attendees, including residents, businesses and heritage organisations, developed and prioritised a range of solutions to the issues facing the Royal Mile.

The day's discussions were framed around the issues identified by stakeholder focus groups and through an online survey. These topics set the scene for frank dialogue and debate on how best to move forward and ensure that there is genuine action for change. The Chair's Report in the Outcomes section of this document (p6) summarises these conversations and highlights key factors that the Council and other Royal Mile stakeholders need to consider in developing a meaningful and deliverable Royal Mile Plan.



Two of the main concerns raised were: (1) some parties feeling that they have already given the Council their views but have not been heard, and (2) the opinion that the management of publicly-owned retail units on the street contradicts the Council's own aim of supporting an appropriate mix of small businesses. I would like to take this opportunity to reiterate the commitment I made on the day: that the Royal Mile Plan will be directly developed from the views and suggestions of all stakeholders, and will be used to instigate lasting improvements.

This document attests to this commitment. It draws together the comments, concerns and constructive suggestions from the charrette and acts as the starting point for developing the plan. This content has implications for all interested parties because while the majority of proposed actions will need to be implemented or facilitated by the Council, some will also require input and commitment from other stakeholders. To achieve positive and lasting change in the Royal Mile – "Scotland's High Street" – we will all need to work together.

The Royal Mile Plan will be the main output of the project, and the Council will now begin the detailed task of processing all the recorded information into a draft plan, which we hope to bring to public consultation in summer 2012.

To kick-start positive change on the Royal Mile and get things moving now, participants also identified three actions which could be initiated within a month. I am pleased to report that three individuals stepped forward and offered to take responsibility for implementing these actions.

Finally, I would like to thank all individuals, organisations and groups who have taken the time to share their views on the Royal Mile. We look forward to working with you all as we shape the Royal Mile Plan and the future of the street.

Councillor Tom Buchanan
Convenor of the Economic Development Committee



1. Summary of the day

Project background

The Royal Mile is Scotland's High Street. It is home to an exceptionally wide variety of people, uses and functions. This great mix helps to make the street a wonderful and unique place, but it also means that conflicts can sometimes arise between the different needs of the different uses.

The Royal Mile Project aims to tackle these conflicts and develop solutions which will result in lasting improvements for the street.

The full range of issues facing the street was identified by focus groups representing different users of the street, including residents, businesses, traders, and Council officers, and through an online survey. These issues were the starting point for the Royal Mile Charrette.

Royal Mile Charrette

The Royal Mile Charrette was a day-long event, held on Thursday 12th January 2012, at the Hub, Castlehill. The event was chaired by Diarmaid Lawlor, Head of Urbanism at Architecture and Design Scotland.

A commitment was given by Councillor Tom Buchanan, Chair of the Economic Development Committee, and by Council officers from across departments, to ensure that the project results in direct and lasting actions to improve the street.

76 individuals, representing the wide range of stakeholder interests in the Royal Mile attended the charrette, where they worked together to develop and prioritise actions to solve the main issues facing the street. A list of attendees is attached in the appendix to this document.

Details of the day are set out below:

Morning sessions: Context & Issues

During the morning sessions, speakers provided relevant information to attendees to enable them to help develop solutions in the afternoon.

My Royal Mile

Councillor Tom Buchanan spoke about the street from a personal perspective, noting that over the years it has been the setting for many interesting people and stories. He noted the widespread concern about “tartan tat” on the street, and raised the question of whether Scottish products such as kilts could benefit from Protected Geographical Status, the European law which protects the name of many quality traditional goods including champagne and Melton Mowbray pork pies.

He made a personal commitment to the project and to ensuring the Council works cross-departmentally to achieve improvements.



Introduction

Chair Diarmaid Lawlor introduced the day and did a quick demographic survey of the room, which showed that the majority of attendees both live and work in Edinburgh, and were attending the event in order to help identify constructive solutions to the issues.

The Royal Mile Today

Will Garrett, Group Leader, City of Edinburgh Council, set the scene for the day by showing a series of images of the Royal Mile. He noted how extraordinary it is for a single street to house a castle, a palace, a parliament, a cathedral, the city chambers, criminal and civil courts, and a range of museums and visitor attractions, plus the businesses and homes you would expect in a typical high street.

Some of the historical images illustrated how the street has changed, especially in how it is used. In many ways the street has improved but a number of problems and issues still remain for residents, workers and visitors. These include vehicle pedestrian conflict, the range and quality of the retail offer and street maintenance and management and issues.

Focus Group and Survey Feedback

Riccardo Marini, City Design Leader, presented the outcomes of the stakeholder information-gathering process, which had identified a significant number of issues facing the street and its users. He noted that the Royal Mile is widely held to be a very special place, but that the general view was that it is not currently living up to its potential.

The issues identified by the focus groups and the online questionnaire seem to group naturally into three key overarching themes, and so the afternoon discussions to identify actions for making the most of the Royal Mile would be framed around them:

- Pedestrian Experience & Movement,
- Retail Offering & Balance of Uses, and
- Day-to-Day Management.

James Rebanks, Keynote speaker

James spoke eloquently about the value and intangible benefits of heritage. He explained that places which use their heritage well get genuine economic benefits as a result, but he also pointed out that if we measure heritage solely on its economic value we are missing a fundamental part of what makes it worth having.

He likened this approach to measuring the worth of a meal solely on its calorific value, and taking no account of whether it tastes good, is nutritionally balanced, and how much it costs.

Have we got the issues right?

Electronic voting was used to confirm that the general view of attendees was that the Royal Mile is a fantastic asset, and that it is not currently fulfilling its potential.

An initial whole-room discussion session was added into the programme in response to points raised by attendees during the tea break.



Afternoon sessions: Identifying the way forward

Workshops

Attendees formed eight separate discussion groups for the three workshop sessions. In each session, the groups took the issues identified by stakeholders as the starting point for their discussions. Each group chose which issues to focus on, and identified their three top priority actions that could be taken to address those issues.

The groups all fed back their proposed actions to the room. Over the course of the afternoon, this amounted to 92 separate proposed actions for improving the Royal Mile, although there were naturally a number of duplicate actions proposed. While many of the actions focussed on the Council's role in managing the street, there were also many which would require collaboration from a range of Royal Mile stakeholders. The tabulated actions are detailed in the Outcomes section of this document.

Setting the priorities for action

At the final session of the day, Chair Diarmaid summarised the key recommendations for taking the Royal Mile Project forwards that had been made by attendees throughout the day. A summary of these comments and the notes made by attendees during the workshop groups are set out in the Chair's Report.

Attendees voted on the prioritisation of the actions suggested in each of the three workshop session. Unfortunately, a lack of clarity in the prioritisation voting system rendered the results ambiguous, although they do still give a general indication of the views of the room. The priority voting outcomes are with the tabulated actions in the Outcomes section of this report.

It was acknowledged that detailed proposals and action plans take time to develop, and so during a final whole-room discussion the groups identified four short-term actions which could be implemented immediately, and which could see initial results within a month.

Three attendees exemplified the constructive and collaborative aspirations of the day, by taking ownership of one of these actions and committing to take it forwards immediately. These were:

1. A Royal Mile Spring Clean. (Mike Penny, City Centre Neighbourhood Manager)
2. Developing a job description / list of tasks for a Royal Mile co-ordinator.
(Councillor Tom Buchanan, Convenor of the Economic Development Committee)
3. Initiating the development of a Royal Mile Charter.
(Diarmaid Lawlor, Chair and Head of Urbanism, Architecture and Design Scotland).

Next steps

The charrette identified many potential actions which could help make the most of the Royal Mile. This information will be used as the foundation for developing a Royal Mile Plan, and the three immediate actions will be taken forward.

The Council is now in the process of setting up a steering group which will work across the Council and with stakeholders to develop the draft plan, which we hope to bring to public consultation in summer 2012. Updates on the project will be circulated to attendees and detailed on the Royal Mile Project webpage (www.edinburgh.gov.uk/RoyalMileProject).



2. Outcomes

The Chair's Report

The following is a synthesis of attendee discussions and comments from both the morning and afternoon charrette sessions, using the words people used, and trying to stick with the themes they raised.

It tries to reflect that there were concerns, disagreements and conflicts, and is a statement of what was said by people who were there, rather than a "Council" statement.



Diarmaid Lawlor
Head of Urbanism, Architecture and Design Scotland

Our starting position

Not tat, think place

We feel that the starting point for all decisions should be a better understanding and celebration of what the Royal Mile is, and its latent opportunity. It is Edinburgh's 'living room', 'the Mercat', 'Scotland's civic space', a 'home for communities'. It is not a single street. It is not just for vehicles. It is not tat.

We understand the Royal Mile as a series of parts. They feel different, from Canongate to Lawnmarket, Castle and Parliament. They have different futures. The Royal Mile has a language. We need to be sensitive about the value of the spaces we have. We need to be proactive in creating new opportunities. We feel 'quality of experience' should pull these parts together.

We think that the values we place on who gets priority to move, and how, through the different parts of the Royal Mile is key to the quality of experience. We feel the Closes are an important part of the Royal Mile story. We feel the story of the Royal Mile can't be separated from the story of the Old Town.



Our concerns

Rome is burning while we sit here

We feel standards are falling. We feel we have already spoken. We think things are not changing. Small businesses are struggling and failing. The shops are getting 'samey'. We feel that there are different standards for different interests. We think there is too much tat.

We feel the communities of the Royal Mile are not involved in the big decisions affecting the street. We feel concerned about the 'denial of the public realm'. Where is the Common Weill? If 'Team Royal Mile' only includes people who care about the street, how do we influence those that don't care?

We feel that properties in public ownership, and their rents, should be managed differently to shape the experience of the street. We feel that better management of the Royal Mile should give small businesses a better chance, reflect community interests, showcase Scotland.

We are concerned that things won't change. We are concerned that people will not be held to account, that there will be no timetable for action. Who will deliver action, when and how? Is there a timetable? Is there the money to make the changes needed for the street? We need a plan with credibility. We are concerned that there will be little incentive or penalty to deliver the actions agreed.

Our quality aspiration

The right marriage of retail, residents and tourists

We want a Royal Mile way of doing things, which connects up 'value chains' and creates a range of experiences. We want a mix of shops, facilities and leisure; we need a 'diversity plan'. We need to make more of the things that already work.

We want the Royal Mile to be a Five Star experience, for all. We believe that we can learn from other places, like Milan or Dublin where all business and services fit into the story of the place, down to how utility companies repair the roads. We want a street where communities, artists and others are 'initiators', 'soft investors'. We want a place that makes creative use of what already exists. We want a street that makes profits and supports people.

We would like a clear statement of our values, a quality concept which sets out the kind of space we want to create. This quality should have benchmarks. These ideas should drive technical decisions, like de-cluttering: what kind of space would this kind of activity create? We think it should drive more ambition in architectural quality. We think there are opportunities form some big ideas, like creating a national civic space between Holyrood House and the Parliament.



Our wishes

Look at it as a market place as a whole.

We think that the physical structure of the street is key to its resilience. We feel the key challenge is in how we manage the 'soft stuff'; activities *on* the street and *within* the street that shape the impressions *of* the street. We feel these activities include standards we have and uphold in businesses and trading, what is presented outside shops, and how this is managed. We think we need creative, confident lighting to celebrate features, and manage anti social behaviours. We feel there should be 'zero tolerance' to empty shops and properties. We would like improved environmental quality, with a joined up approach to all waste, enforced.

We feel there is a need for action on traffic management, pedestrian priority, signage and clutter. We feel utility company repairs need to be done differently. We think there needs to be a different approach to managing rents in public sector properties and use of public assets. We feel there is a need for action on how empty units get filled, to avoid more of the same taking over. We feel there needs to be a better way of involving all communities and residents in decision-making and manage conflicts. We feel there the day to day pragmatic management of things that exist, and how we fix them needs more attention: road and pavement repairs and general maintenance, and policing should also take a zero tolerance approach.

Our standards

Be more confident with the powers that already exist

We like the idea of a Royal Mile team working in partnership, with confidence, credibility and power to make things happen. We would like to see whole-place thinking and place specific action. Actions should be developed to briefs created with their specific communities, such as the Closes.

We would like to see greater enforcement of the rules that already exist, and greater confidence in the use of powers to achieve the place we want. We want to see words backed up with action. We feel the public sector should exercise three roles: an active role in the use of assets, a facilitative role in pulling people together and an enforcer role. We need a way of understanding what the visitor wants, and what they think as well as local communities and business interests. We recognise that it is not for the Council to go it alone and that we have a joint responsibility – we welcome the opportunity to work together.

We would like to see a Royal Mile Manager, who has the power to bring different parts of the Council and other stakeholders together to get things done. We would like to see a political champion at the highest level. We would like to see a clear daily management regime, a rapid response culture, with reporting on progress and clear lines of responsibility. We want a clear method of holding people to account. We would like to see a monthly walk about with stakeholders, and politicians to agree what is working and what needs improving.

We want to see people who are responsible for the street on the street doing things for the street.



Actions framework

The following tables set out all the priority actions identified by the workshop groups at the Royal Mile Charrette. The source of each action [*Workshop number: Workshop Group number: Action number*] is given next to each action.

(i) Management framework

Action	Source
Political leadership	
<ul style="list-style-type: none"> • Strong political leadership – achievable and visible. <ul style="list-style-type: none"> ❖ Walk the street once a month with the directors ❖ Accountability. ❖ Delivery structure within the Council. 	W3: G7.1
Team Royal Mile	
<ul style="list-style-type: none"> • Put together a “Team Royal Mile” partnership between the Council, traders, businesses and residents. Buy into a shared vision for the Royal Mile. 	W3:G1.1
<ul style="list-style-type: none"> • Put together a CEC team and give them the controls to take full responsibility for everything that happens in the street. Trial this approach for a year. 	W3:G1.2
<ul style="list-style-type: none"> • Holistic approach to any action – lighting, roads, licensing, street furniture, parking, access etc. 	W3:G6:notes
<ul style="list-style-type: none"> • Unified approach to services, quality and management of Royal Mile. 	W3:G5:notes
<ul style="list-style-type: none"> • Apply a similar model to Essential Edinburgh in the Old Town (day-to-day management model). 	W3:G5.3
Royal Mile Manager	
<ul style="list-style-type: none"> • Royal Mile Manager 	W3:G4.1
Royal Mile Manager <ul style="list-style-type: none"> ❖ Feedback and liaise ❖ Ensure accountability and coordination within Council ❖ Encourage action. 	W3:G6.1
<ul style="list-style-type: none"> • Daily inspections 	W3:G4.2
<ul style="list-style-type: none"> • Monthly “walkabout” to identify issues that need attention. Resolve outstanding issues quickly and efficiently. 	W3:G4.3
<ul style="list-style-type: none"> • Need a Royal Mile Manager 	W1:G6:notes
<ul style="list-style-type: none"> • Improve the way people can report issues on the street to the Council. 	W3:G5:notes
<ul style="list-style-type: none"> • Cost implications of this approach are low as it should only involve redeployment of staff / spending existing budgets effectively. 	W3:G4:notes
Trade association / management	
<ul style="list-style-type: none"> • Set up a Royal Mile management group and trade associations for each part of the street, each with separate brand image. Celebrate the differences. 	W2:G6.2
<ul style="list-style-type: none"> • Council to facilitate formation of a traders’ association 	W2:G7.2



• Old Town needs its own focus. Opportunity for a formal Business Improvement District?	W3:G8.3
• Consider traders' association	W3:G5:notes
• Castlehill is a model for how shops and businesses can work together.	W1:G3notes
Royal Mile Charter	
• Traders and businesses charter to maintain overall level of quality.	W2:G2.3
• Audit of all rules and regulations then with traders association create a charter for all parties to agree, respect and enforce.	W2:G7.3
• Development of a charter. <ul style="list-style-type: none"> ❖ Agreed with residents, traders so that all act as enforcers. ❖ Charter to be developed within 12-18 months. 	W3:G7.2otes
Best practice	
• Education – to deliver the 5*quality – sharing best practice.	W3:G8.2
• Communication – raise awareness of role of CEC and of individuals	W3:G3:notes

(ii) The Royal Mile Plan

Action	Source
Outcome	
• Focussed strategy for the Royal Mile – 5* system, focussing on all residents and visitors. A management plan.	W3:G8.1
Understanding the street	
• Character varies considerably along the street. It is a working/living/ceremonial street – need to distil the qualities: a better understanding of this would help in assessing planning applications and other proposals. NB – Historic Scotland is doing a laser survey of the street for WHS.	W1:G4.2
• Need to recognise that the Royal Mile is 4 different streets – each area will need different solutions.	W1:G1:notes
• Focus on and establish an identity for the Canongate – highlight its mix of uses, the back courts and the closes.	W2:G8.3

(iii) Retail Quality

Action	Source
Strategy for range of uses	
• Develop a strategy relating to the range of outlets/uses. Encourage artisan/artists – e.g. use of the arches in Market Street.	W2:G1.1
• Better mix of retailing – quality and local goods. CEC has a role to play – review lettings policy. nb, there is still a place for “tat”.	W2:G2.1



<ul style="list-style-type: none"> Retail units with attraction for both residents and tourists – e.g. delis, florists, artisan bakers. 	W2:G3.2
Strategy for quality of goods	
<ul style="list-style-type: none"> Better management of goods on display to reflect that it is the World Heritage Site. Making a visible link between WHS and quality of goods. 	W2:G5.1
<ul style="list-style-type: none"> Look at retail as a whole market place – establish a quality strategy and identity. Back this up by planning legislation. 	W2:G8.1
<ul style="list-style-type: none"> Showcase quality products and support a project for giving the community greater choice. 	W2:G8.2
<ul style="list-style-type: none"> Improved quality = more visitors = more successful street. 	W2:G4:notes
Made in Scotland – promoting quality Scottish products	
<ul style="list-style-type: none"> Encourage diversity in the Mile of Scottish products: market “made in Scotland” label for the street. Push out the tat! 	W2:G3.1
<ul style="list-style-type: none"> Incentives for quality. “Made in Scotland”, etc (cheaper rents?). Need to not discriminate, but find way of promoting the good shops 	W2:G6.1
CEC-owned units	
<ul style="list-style-type: none"> Quality issues: <ul style="list-style-type: none"> ❖ Stricter licensing and tighter leases of CEC owned units. ❖ Carry out audit to inform this. 	W2:G4.1
<ul style="list-style-type: none"> Use CEC ownership to control and facilitate genuine, authentic, Scottish products. 	W2:G7.1
<ul style="list-style-type: none"> Carry out impact analysis of CEC leases to see what can be done with the Council portfolio. 	W2:G1.2
<ul style="list-style-type: none"> Quality: Explore: <ul style="list-style-type: none"> ❖ Rent holidays ❖ Preferential treatments to certain retail uses 	W2:G4.2
<ul style="list-style-type: none"> Lease CEC-owned units to businesses that will have a positive impact for residents. 	W2:G5.2
Enforcement	
<ul style="list-style-type: none"> Agreement to have better displays of goods on frontages – enforce existing regulations and traders to comply with these. 	W2:G2.2
<ul style="list-style-type: none"> Stronger regulation – Product audits and spot checks. Other countries do this but we seem to be averse to it. 	W2:G4:2
<ul style="list-style-type: none"> Carry out enforcement of goods in the street and introduce a local by-law for goods hanging on shopfronts, music being played into street, etc. 	W2:G1.3
<ul style="list-style-type: none"> Remove goods from outside shops – this may encourage a better retail offer by these shops. 	W2:G6.3
<ul style="list-style-type: none"> Keep the tat inside the shops 	W1:G3:notes
<ul style="list-style-type: none"> Group felt that much of this was about enforcement of existing legislation. 	W2:G3:notes
<ul style="list-style-type: none"> Set high standards, then enforce them 	W3:G3:notes



(iv) Vehicle/Pedestrian balance

Action	Source
Pedestrian priority	
<ul style="list-style-type: none"> Widen the pavements and control the traffic in the Canongate. 	W1:G1.1
<ul style="list-style-type: none"> Improve pedestrian experience in Canongate and Castlehill (using High street as a model) 	W1:G5:1
<ul style="list-style-type: none"> Redressing the balance of vehicle & pedestrian space: <ul style="list-style-type: none"> ❖ Develop a strategy for vehicular access into and through the Royal Mile. ❖ Priority for pedestrians. ❖ Canongate. 	W1:G8:1
<ul style="list-style-type: none"> Roads and pavements to be of the same high standard as the High Street section 	W1:G3.2
<ul style="list-style-type: none"> Extend the pedestrian priority down from the Bridges to St Mary's Street 	W1:G1.3
<ul style="list-style-type: none"> Use surface materials to define use of space – increase pedestrian priority and restrict traffic. 	W1:G6.3
<ul style="list-style-type: none"> Volume and speed of traffic. <ul style="list-style-type: none"> ❖ Assess/study. ❖ Develop solutions to increase pedestrian footfall. These could be low-cost/implemented quickly. 	W1:G4.1
<ul style="list-style-type: none"> Reduce traffic speeds and get the right balance of pedestrians and vehicles. 	W1:G7.2
<ul style="list-style-type: none"> Address the timing and traffic flows of junctions to give greater pedestrian priority 	W1:G1.2
<ul style="list-style-type: none"> Traffic management <ul style="list-style-type: none"> ❖ Separate approach in the Canongate. ❖ Less signage for traffic (clutter) 	W1:G2.2
<ul style="list-style-type: none"> Strategy for tourist visitor access – the frequency and size of tourist vehicles – reducing their dominance of the street 	W1:G8.2
<ul style="list-style-type: none"> Traffic management – Castlehill improvement in road closures and better disabled access. 	W1:G3:notes
<ul style="list-style-type: none"> Improve World's End junction. 	W1:G3:notes
<ul style="list-style-type: none"> Traffic speed should be reduced 	W1:G5:notes
<ul style="list-style-type: none"> Reduce traffic: <ul style="list-style-type: none"> ❖ Make it one-way? ❖ Restrict traffic types – essential traffic only? ❖ Less tourist buses 	W1:G6:notes
<ul style="list-style-type: none"> Royal Mile as a promenade. 	W3:G5:notes



(v) Day-to-day maintenance

Action	Source
Maintenance	
<ul style="list-style-type: none"> Fix/restore the road and pavement surfaces on Castlehill. 	W1:G3.3
<ul style="list-style-type: none"> Make utility companies more accountable in the context of work they carry out (fines, legislation etc) 	W1:G5.3
<ul style="list-style-type: none"> Road surfacing and pavement repairs 	W3:G2.3
<ul style="list-style-type: none"> Good standard of maintenance of property and street furniture, No overflowing bins, clean graffiti 	W2:G3:notes
<ul style="list-style-type: none"> Litter patrols 	W3:G3:notes
<ul style="list-style-type: none"> More on-street environmental wardens 	W3:G4:notes
Spring clean	
<ul style="list-style-type: none"> Day/week of action to tidy up – “spring clean the Royal Mile”. CEC to facilitate. Local groups to help out. Co-ordinated event – link with EWH. 	W3:G3.1

(vi) Condition of buildings

Action	Source
Use empty buildings	
<ul style="list-style-type: none"> Tron Kirk needs to be redeveloped. 	W1:G3:notes
<ul style="list-style-type: none"> Use the empty buildings – e.g. craft fairs / artists. Incentives. 	W2:G3.3
<ul style="list-style-type: none"> Creative uses for derelict spaces that can be used by all. Not decided by highest bidder but by quality. Council to be flexible for how achieved. 	W3:G3.3
<ul style="list-style-type: none"> The Tron kirk – why can’t more be done with it? 	W3:G3:notes

(vii) Street environment

Action	Source
Waste	
<ul style="list-style-type: none"> Trade waste management: <ul style="list-style-type: none"> ❖ Clarity of practice and enforcement. ❖ evaluate solutions. ❖ Work with traders. 	W1:G2.1
<ul style="list-style-type: none"> Invest in the right solution to deal with trade waste (e.g. underground storage). 	W1:G7.1
<ul style="list-style-type: none"> Bins & waste: <ul style="list-style-type: none"> ❖ Bin audit – set out times for collection, think about options such as smaller containers and more frequent collections, bins should be accessible, 	W3:G3.2



<ul style="list-style-type: none"> practical, look good. ❖ On-street recycling bins for pedestrians 	
<ul style="list-style-type: none"> • Introduce one waste operator for trade waste, residential waste, and general street waste to cut down number of daily collections. 	W3:G5.2
<ul style="list-style-type: none"> • Improve waste collection and co-ordination between trade and domestic waste. 	W3:G1.3
Street clutter	
<ul style="list-style-type: none"> • Consistent enforcement of street clutter and improved interpretation of what street clutter is. 	W1:G3.1
<ul style="list-style-type: none"> • Less signage for traffic (clutter) 	W1:G2.2
<ul style="list-style-type: none"> • Improve quality of space through thinking about what you put into it (clutter). 	W1:G8.3
<ul style="list-style-type: none"> • Control street clutter, etc. 	W2:G4.3
Better signage	
<ul style="list-style-type: none"> • Better signage to make sense of the street. Signage should be uniformed like Rose Street. [orientation / interpretation?] 	W1:G6.2
<ul style="list-style-type: none"> • More heritage interpretation 	W1:G3:notes
<ul style="list-style-type: none"> • Pedestrian signage for tourists and visitors 	W1:G2.3
Better tourist facilities	
<ul style="list-style-type: none"> • General facilities for visiting tourists – signage, tourist information office etc. 	W3:G2.1
Improved lighting	
<ul style="list-style-type: none"> • Look at lighting – All year! <ul style="list-style-type: none"> ❖ Improve / flatter the place ❖ Give lighting artists opportunities at certain times of the year. 	W3:G7.3

(viii) [Royal Mile environs](#)

Action	Source
Closes	
<ul style="list-style-type: none"> • Make closes pleasant, appealing and safe – there should be destinations within them: <ul style="list-style-type: none"> ❖ Define criteria for how they should be and enforce that. ❖ Create a management group. ❖ Encourage exploration beyond the front elevations. 	W1:G6.1
<ul style="list-style-type: none"> • Permeability: Activate the closes, provide opportunities for commerce and retail. 	W1:G4.3
<ul style="list-style-type: none"> • Make closes more pedestrian-friendly – develop them as opportunities. 	W1:G7.3
<ul style="list-style-type: none"> • Light closes in a better way to make them softer and more welcoming. 	W3:G5.1
<ul style="list-style-type: none"> • More attractive street = greater use. 	W3:G4:notes
Hunter Square	
<ul style="list-style-type: none"> • Improve use of Hunter Square to make it more attractive, safe and user friendly. 	W1:G5.2



(ix) Antisocial behaviour

Action	Source
Antisocial behaviour	
<ul style="list-style-type: none"> Consider the licensing hours of outlying nightclubs where the dispersal of patrons causes antisocial behaviour and street littering. 	W2:G5.3
<ul style="list-style-type: none"> Managing anti-social behaviour at night: <ul style="list-style-type: none"> ❖ Police hut ❖ Late-night opening of shops & attractions. 	W3:G2.2
<ul style="list-style-type: none"> Increased police presence / enforcement – safety. 	W3:G6.2
<ul style="list-style-type: none"> More street activity to encourage passive surveillance. <ul style="list-style-type: none"> ❖ Police presence missing. 	W3:G6.3
<ul style="list-style-type: none"> Street drinking & displacement. 	W3:G5:notes

(x) Other

Action	Source
Other	
<ul style="list-style-type: none"> Hold farmers markets and add hanging baskets 	W2:G3:notes
<ul style="list-style-type: none"> Street dressing. 	W2:G6:notes
<ul style="list-style-type: none"> There are only two “great” miles in the UK – Golden Mile in Liverpool & RM – consider association/linking. 	W3:G4:notes

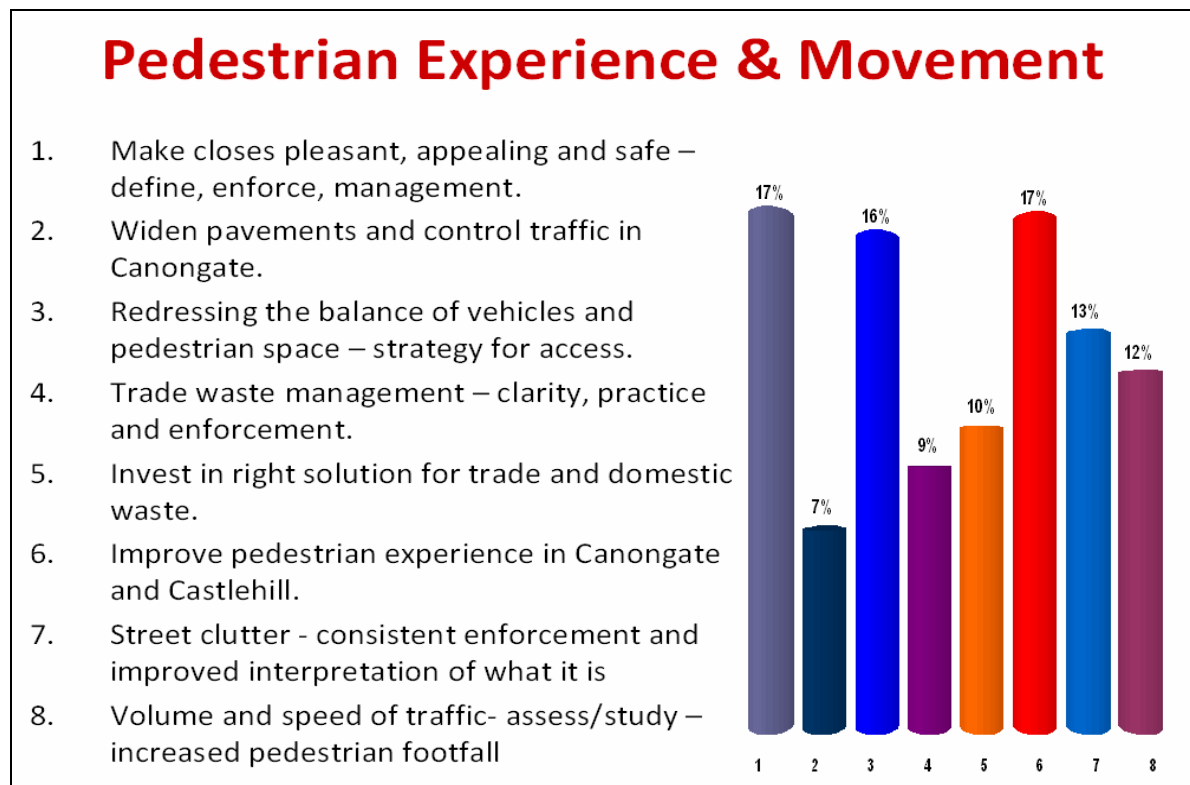


Prioritising the actions

For each of the three workshop themes, the top priority actions from each group were compiled and entered into the electronic voting system. All attendees then voted on how these actions should be prioritised. Note that a lack of clarity in the prioritisation voting system rendered the results ambiguous, so their use is limited to merely giving a general indication of the views of the attendees.

It should be noted that prioritisation of the actions in the draft Royal Mile Plan will result from detailed analysis of the tabulated actions and discussions with relevant parties, and **will not** be directly based on these voting results.

Workshop 1

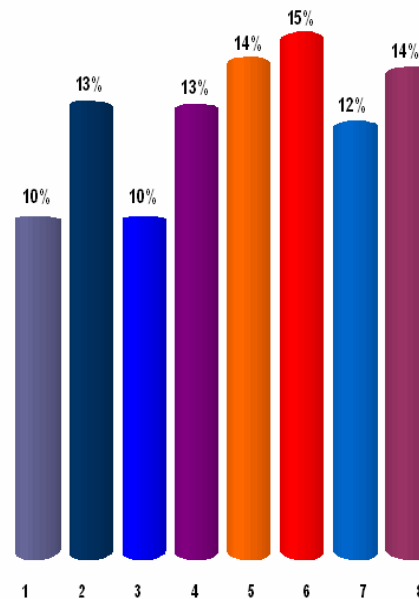




Workshop 2

Retail Offer & Balance of Uses

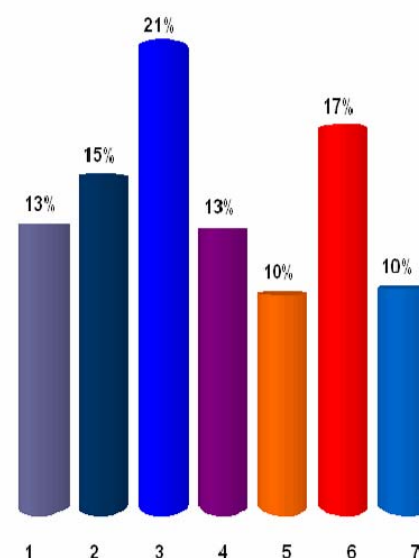
1. Encourage diversity in the Mile on Scottish products: “made in Scotland”.
2. Incentives for quality: “made in Scotland”, rent reductions, promote the good shops.
3. Better management of goods on display to reflect that it is in the WHS. Quality goods.
4. Strategy for range of outlets and uses – encourage artisan/artists.
5. Use CEC ownership to control/facilitate – genuine authentic Scottish products.
6. Look at retail as a whole market place – establish quality strategy. Identify of street.
7. Better mix of retailing – quality and local: CEC has role to play.
8. Stricter licencing, tighter leases – use the current rules better.



Workshop 3

Day-to-Day Management

1. Strong political leadership – accessible. Regular monitoring and action.
2. New CEC team to take full responsibility for and control over the street. Trial for a year.
3. Royal Mile Manager – inspections, liaison, accountability, co-ordination.
4. Light closes in a better way to make them safer and more welcoming.
5. General facilities for visiting – toilets, signage, tourist info office.
6. Focussed strategy for Royal Mile – Management plan for all.
7. Week of action to spring clean – all stakeholders. CEC to facilitate.





3. Appendices

Attendees

	Name	Organisation	Group
1	Anja Amsel	Chessels Court Area Association	1
2	Alison Blamire	Causey Development Trust	8
3	Sean Bradley	Edinburgh Old Town Development Trust	2
4	Kathleen Brogan	Mercat Tours	2
5	Mark Bulloch	City of Edinburgh Council, Property Management	8
6	John Bury	City of Edinburgh Council, Head of Planning	7
7	Bill Campbell	Lothian Buses	3
8	Jenny Chamberlain	Mary Kings Close	3
9	Paul Clark	Carson Clark Gallery	1
10	Malcolm Cole	Le Sept	6
11	Lorna Cottier	Lothian & Borders Police	5
12	Linda Dowling	Castle Hill Gift Shop	2
13	Ricky Dowling	Castle Hill Gift Shop	3
14	Lyall Downie	Lothian & Borders Police	1
15	Dahlia El-Manstrly	University of Edinburgh	1
16	Ailsa Falconer	Marketing Edinburgh	1
17	Brian Ferguson	The Scotsman	2
18	Nicholas Fraser	City of Edinburgh Council, Licensing	6
19	Malcolm Fraser	Malcolm Fraser Architects	4
20	Alan Gibson	Edinburgh Fringe	2
21	Richard Hambleton	Royal Edinburgh Military Tattoo	5
22	Joanne Hannah	The Edinburgh Larder	6
23	Stephen Harwood	University of Edinburgh	4
24	Martin Higgins	NHS Lothian	3
25	Keith Irving	Living Streets, Scotland Manager	4
26	William James	Paisley Craft Centre	7
27	Bill Jamieson	The Scotsman	2
28	Andrew Johnson	Camera Obscura	8
29	DJ Johnston-Smith	Resident	5
30	Veronika Kallus	St Giles Cathedral	1
31	Mark Keane	Kiltane Retail	5
32	David Kelly	City of Edinburgh Council, Property Management	2
33	Fenella Kerr	Resident	4
34	Katie Kerr	Resident	7
35	Aline Kirkiland	Student, Heriot Watt University	
36	John Lawson	City of Edinburgh Council, Archaeology	3
37	Gemma Learmonth	Scottish Government	8
38	Euan Leitch	Architectural Heritage Society of Scotland	7
39	Keira MacMillan	Timberbush Tours	7
40	Alexander Mann	Spokes	2
41	Lawrence Marshall	Resident	8
42	Chris McGarvey	City of Edinburgh Council, Roads	5
43	Stuart Mclvor	City of Edinburgh Council, Local Councillor	4
44	Charles McKean	Edinburgh World Heritage	8
45	Lucy McLean	Edinburgh Woollen Mill	7



46	Susan Morrison	Scotch Whisky Centre	8
47	Joanna Mowat	City of Edinburgh Council, Local Councillor	3
48	Angus Murdoch	City of Edinburgh Council, Waste Services	2
49	Allan Murray	Alan Murray Architects	1
50	Graeme Paget	City of Edinburgh Council, Roads	7
51	Mike Penny	City of Edinburgh Council, City Centre Neighbourhood Partnership	8
52	Marion Preez	Spokes	3
53	Alasdair Rankin	City of Edinburgh Council, Local Councillor	8
54	Fiona Rankin	Edinburgh World Heritage	6
55	Heather Richard	Canongate Jerseys & Crafts	
56	Una Richards	Scottish Historic Buildings Trust	3
57	Bruce Ritchie	The Hub	3
58	Steven Robb	Historic Scotland	4
59	Callum Robertson	University of Edinburgh	5
60	Graham Russell	City of Edinburgh Council, City Centre Co-ordinator	1
61	Stuart Seaton	City of Edinburgh Council, City Centre Zone Manager	3
62	Brian Sharkie	City of Edinburgh Council, Transport	4
63	Hilary Snell	Hilary's Bazaar	1
64	Caroline Stenhouse	Edinburgh Castle	4
65	Gordon Stewart	Scottish Parliament	6
66	Sandy Stoddart	Sculptor	
67	David Storrar	Historic Scotland	8
68	Elaine Strachan	Resident	3
69	Fraser Sutherland	Marco Biagi MSP	7
70	Ed Taylor	Princes Foundation	4
71	Katie Ward	City of Edinburgh Council, Housing & Regeneration	6
72	Chris Watkins	Historic Scotland	
73	Stuart Watson	Scottish Government	5
74	John Webster	Transform Scotland	6
75	Andrew White	Federation of Small Businesses	1
76	Adam Wilkinson	Edinburgh World Heritage	2

Speakers and Facilitators

Name	Organisation	Group
Tom Buchanan	City of Edinburgh Council, Local Councillor	-
Diarmaid Lawlor	Architecture and Design Scotland, Chair	-
James Rebanks	Rebanks Consulting, Keynote speaker	-
Margo Baxter	City of Edinburgh Council, Planning	-
Krzysztof Jan Churchra	City of Edinburgh Council, World Heritage Site Officer	5
Will Garrett	City of Edinburgh Council, Planning	1
Caroline Grist	City of Edinburgh Council, Planning	3
John Inman	City of Edinburgh Council, Planning	2
Isobel Jackson	City of Edinburgh Council, Planning	6
Riccardo Marini	City of Edinburgh Council, City Design Leader	7
Alison Morris	City of Edinburgh Council, Planning	-
Andy Sikes	City of Edinburgh Council, Planning	4
Karen Stevenson	City of Edinburgh Council, Planning	8



Customer feedback

40 feedback forms were received. Of those:

- 52.5% had heard of the project via an email from the Council. The remaining 47.5% heard through a variety of sources including social media, word of mouth, colleagues, visits from Council staff, and press on the day of the event.
- 97.5% thought the charrette was interesting or very interesting.
- 95% thought the speakers were good or very good.
- 92.5% said the day was well or very well organised.
- 97.5% said the venue was good or very good.

Additional comments from attendees:

- Great initiative: would have preferred less "introductory" speakers, and more opportunities to hold conversations. Very worthwhile overall.
- Difficult to funnel a large variety of different views into a small set of identifiable targets. Generally, the Charrette worked well to achieve this - though a danger that some of the views raised might have been lost along the way.
- Just get on and do it! Set the date for the spring clean and declutter beforehand - reallocate one of the existing Town Centre management to scope out the new post of the Royal Mile Management but also start to work with existing services to improve what can be done quickly!
- Less talk more action. The first time I have heard any common sense in 7 years.
- Maybe more time in breakout sessions to discuss/agree points put forward.
- Could be useful day if outcome is development of character and action on appointment of manager.
- Support the idea of early action but this needs to be supported by clearly developed strategy, ensuring it is aimed at right things + will be continued. Responsibilities for different workstreams can be determined-some neighbourhood led, some Planning led, etc
- Publicity prior to event could have been better however excellent event overall. Will be interesting to see it progress.
- Excellent intention from CEC to improve the Royal Mile. Good focus on outcomes that are do-able but a lack of vision – What should the Royal Mile be?
- Would have been good to get people out into the street and talk about the issues on site. A good idea to people to get on site, and support local businesses, is to give £5 each for lunch for people to go out and get lunch on the Royal mile and see it for themselves whilst boosting economy.
- A bit rushed but good objectives. I'd like to participate with officials when traffic management/access comes up for consideration.
- Wasn't available for speakers so missed them.



- Venue was very good but a little cold at times. Topic was really interesting – workshops were too rushed.
- Great speakers – would have been good to have refreshments available at registration. Day was too long – suggest 9-2pm enough.
- All in all good but still a bit theoretic and hands off. But a good start!
- Not sure how much visionary change will be made and getting into the detail of the issues is a process that will take longer than the time we had today. Nevertheless it was very interesting.
- Very interesting ideas and comments came up. It will be interesting to see which actions will flow. The spring clean would be the best start.