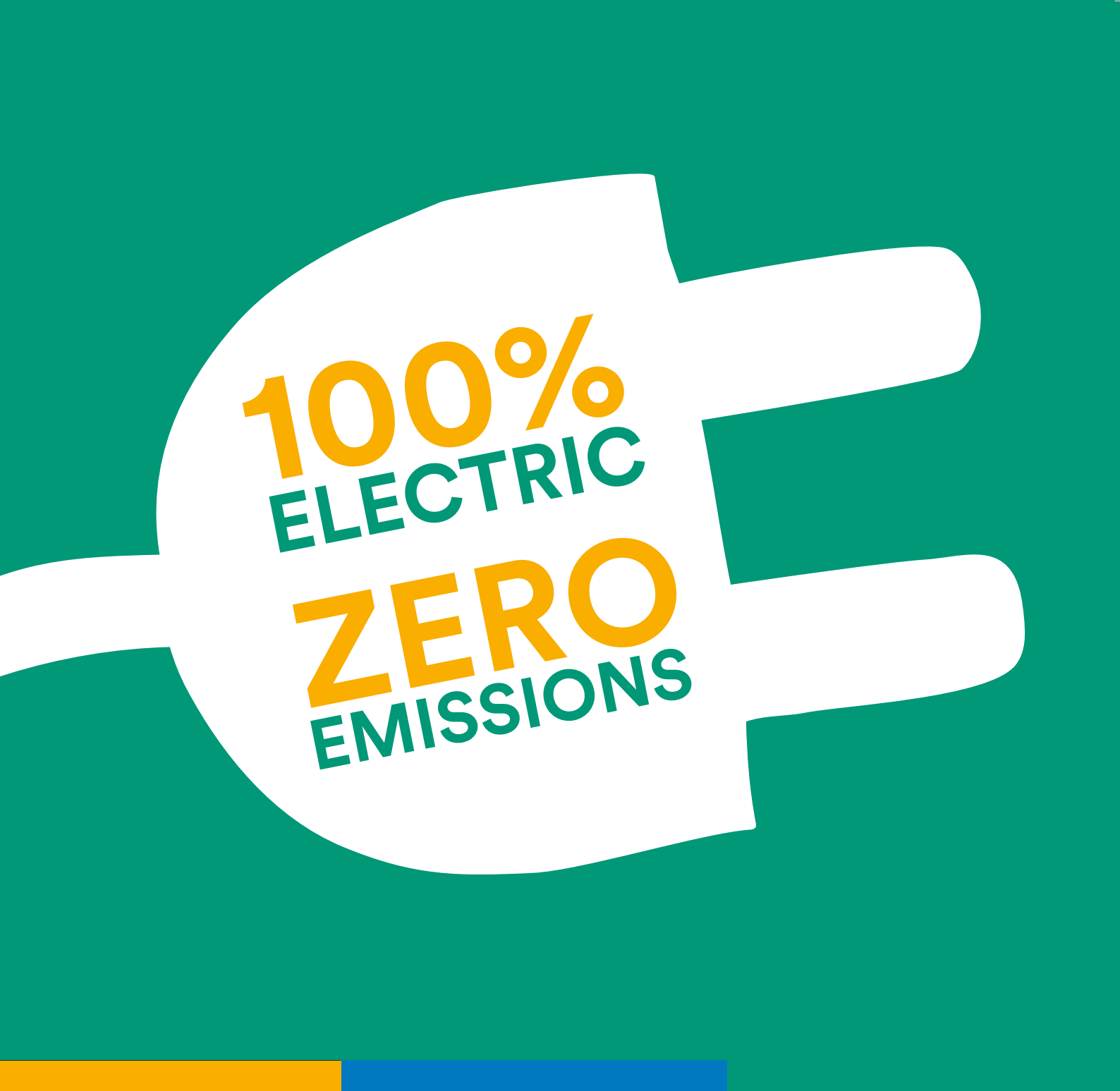


Business Comment

FEBRUARY/MARCH 2023

**Transport &
Infrastructure**

 Edinburgh
Chamber of
Commerce



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Transport & Infrastructure

Hello, and welcome to the latest issue of Business Comment magazine, which focuses on Transport & Infrastructure.

One of the most tangible examples of investment in transport and infrastructure has finally come onstream, with the completion of the tram line to Newhaven. In the magazine, the Transport Convener of City of Edinburgh Council, Councillor Scott Arthur, describes his pride that the massive project has been delivered on time and on budget and his high hopes for its impact on the regional economy and its positive environmental benefits following full electrification and opening by the summer of this year. It is also encouraging to note his commitment to extending the tram network in future.

The magazine also hears from leading developer Tony Hordon of Parabola, deeply involved in Edinburgh Park, one of the cornerstones of all the enormously exciting and potentially game-changing developments to the west of the city, which could see whole new, sustainable communities open up. Tony paints a positive and optimistic picture of our city's continuing ability to attract investment, based on the city's diverse and resilient economy and its skilled, educated workforce.

Elsewhere in the magazine, there is much to interest readers. Not least, a report by Alan Laidlaw, Chief Executive of the Royal Highland and Agricultural Society of Scotland, which highlights the continuing importance of the rural economy to our city, in part through the almost £40million of economic benefit generated by the Royal Highland Show – similar in value to our renowned Hogmanay celebrations.

And finally, we also look at the challenge of retrofitting buildings to meet net zero carbon targets and we look also at what is needed to create a truly integrated transport network through the eyes of two leading consultancies working on pilot projects in Scotland and overseas.

Enjoy the magazine



Liz McAreavey
Chief Executive,
Edinburgh Chamber of Commerce

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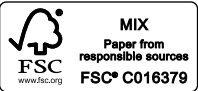
Edinburgh set to enter a new era of development



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Edinburgh's Transport Convener: Trams on track for sustainable transport future

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Heehaw - a new brand reflects a new position

2023 saw the launch of Edinburgh video agency Heehaw’s first major rebrand in over a decade. “Our new direction truly represents us as a company, better reflecting the maturation we have seen over the past few years and building on some of the major successes we enjoyed at the close of 2022” said Managing Director Toby Trueman.

The last six months of 2022 saw several major developments for the business, who have pivoted from a single project production company to a fully-fledged video agency, developing award winning data-driven video content strategies for their longstanding client partners, now including household names such as Red Bull, Hilton, and the United Nations.

“Strategy is at the forefront of everything we do at Heehaw,” said Toby. “Understanding audiences, their viewing habits, and where they consume content is equally important as delivering messages through cutting edge video design.”

The company has also diversified its offering and expanded into original content, both in factual entertainment and scripted feature film. They produced their first feature, a cheery rom-com

‘Meet You In Scotland’ for Canadian studio Reel One Entertainment, with a second film slated for production over February and March of 2023.

Through their Cloud Break Pictures label, the team pushed further into factual entertainment, being signed by the BBC to produce short films for the One Show, and securing investment from Channel 4 through the broadcasters Emerging Indie Fund, the only company in Scotland to win one of the major awards.

Toby said “Channel 4 have come on board at just the right time. Our focus on developing short form factual entertainment and comedy shows for digital formats and social channels really aligns with the promo work and campaigns we produce for our corporate clients.”

Heehaw’s success is being recognized by the wider industry with the company winning several awards in 2022, including two Scottish Design awards, Gold at the London Film Awards, and being nominated for a BAFTA Cymru for a documentary the team produced during the pandemic. Heehaw ended the year with an even bigger accolade, as Toby explains:

“Just before Christmas we found out we had placed 13th on the EVCOM Top 50 list of UK brand production companies. It’s a huge milestone for us; we’ve followed the list our entire careers and just to make the top 50 is amazing enough, but to be considered inside the top 15 in the UK is pretty mind blowing. There are some incredible global companies at the top of the list, and we’re immensely proud to be considered among them. We’re also the only Scottish company in the top 50,” he adds.

A considered business strategy and the continual hard work of the team is leading to some exciting things for the Edinburgh company. The new look and feel that the brand reflects plants the flag in the ground for the unique expertise the team at Heehaw offer their clients and partners, with more exciting developments sure to land in 2023.

Understanding audiences, their viewing habits, and where they consume content is equally important as delivering messages through cutting edge video design.

Granton Gasholder Moves Forward to Next Phase of Development

Councillors at the Development Management Sub-Committee on 25 January approved planning permission for the next stage of redevelopment of the iconic Granton Gasholder.

In February it was also announced that the project’s application to the Scottish Government’s Vacant and Derelict Land Fund has been approved. This will tie in with the overall programme of delivery and will secure up to £1.3m of further grant funding to take this stage of the works forward.

As the restoration of the Gasholder frame continues, work will begin in Autumn 2023 on public realm improvements to the surrounding land.

Ultimately, the goals of the restoration are to ensure development of the surrounding sites can take place whilst opening up the area to create a multifunctional public space that can be used and enjoyed by residents and visitors alike.

Council Leader Cammy Day said:

“I am delighted that councillors have recently approved planning permission for the exciting high quality open space element of the redevelopment to the historic Granton Gasholder. The restoration of the Gasholder frame is already underway through funding provided by the Council and the UK Government’s Levelling Up Fund. With today’s announcement that we’ve been successful in our bid to the Scottish Government’s Vacant and Derelict Land Fund, we’re now able to progress our plans for creating an exciting public space which will see this iconic structure breathe new life into Granton Waterfront.

“This important development represents our plan to transform the structure, the



centrepiece of our £1.3bn regeneration of Granton Waterfront, into a visitor destination with high quality open space for everyone to enjoy.

“The wider regeneration is about using brownfield land to develop a sustainable 20-minute neighbourhood its residents will be proud of. It will be an area where people live in affordable, environmentally friendly homes, have excellent transport and active travel links, and access open and green space, arts, sports, and culture. Restoring the Gasholder is the first step in unlocking the wider regeneration.”

Community Wealth Minister Tom Arthur said:

“Neglected sites are often found in more disadvantaged settings and can become

no-go areas or hamper community development. By targeting long-standing vacant and derelict land we can ensure that investment reaches the areas that need it most.

“The Vacant and Derelict Land Investment Programme helps attract private investment to locations which have lain dormant for years. It also supports low carbon developments, helping Scotland reach net zero by 2045 and grow an economy that is greener, fairer, and more prosperous.

“This green space development at the Granton Gasholder will bring a significant boost for the community and enhance wider regeneration. I look forward to seeing the completed project.”



Bill Robertson
Founder & Executive
Chairman at Robertson

Bill Robertson receives New Year Honour

Robertson are delighted to announce that their Founder and Executive Chairman Bill Robertson has been knighted in the 2023 New Year Honours list for services to the construction industry and to charity in Scotland.

Speaking of his inclusion, Bill said: “I am thrilled, but deeply humbled and honoured, to be included in the 2023 New Year Honours List.

“This recognition is beyond anything I could have imagined when I founded, what has become, Robertson Group in my hometown of Elgin in 1966. I am proud that we retain a strong presence there and

continue to play an active role in the local business community.”

“The charity work that I undertake has always been about giving back to those who need support and is usually done quietly and under the radar, so I am deeply touched to be recognised for my contribution to charity as well as the construction industry.”



Picture credit: Tete a Tete Foto



City of Edinburgh Council (CEC) have set ambitious target for Edinburgh to become a net zero city by 2030

Edinburgh’s climate targets are key to achieving a more sustainable city. Climate and the environment were also key themes emerging from the City Vision 2050 consultation. This is where CEC asked people about their hopes and wishes for the future of the city.

Small businesses in particular will need to support this vision to ensure they both contribute to emissions reduction and continue to flourish in this transition.

To avoid the worst impacts of climate change, businesses across Scotland and in Edinburgh are expected to make significant changes to achieve net zero. Arguably, larger organisations have access to greater resources to support and drive change - but where do SMEs start? With rising energy and raw materials costs, as well as increased debt levels, and increasing interest rates, many SMEs are currently focusing on survival. They might not fully

understand what net zero is, let alone where to start.

We are delighted to support SMEs on their journey to net zero in Edinburgh and have launched a suite of support. Our www.netzeroedinburgh.org website, launched during COP26, is packed full of resources, net zero guides, and toolkits so please check it out. You can also showcase any net zero activities you have undertaken in your organisation on this website.

Alongside our net zero Edinburgh website, we are also hosting a number of events to help you understand net zero, what it means for businesses, greenhouse gas jargon busting,

and practical steps on how you can start on your net zero journey.

We held a net zero event on 30th November where the city’s key stakeholders including Royal Bank of Scotland, Edinburgh Science and Balfour Beatty highlighted the work being undertaken in their organisation to support the net-zero target.

We are also offering bespoke support to SME’s on their net zero journey, so if you need any information or support please contact the project team: netzeroedinburgh@edinburghchamber.co.uk or call the team on 0131 221 2999.

Develop your Active Listening skills to improve virtual communications

During 2022, Kinross based specialist influencing & communications firm Ogilvie Ross continued its international expansion with the development of major client projects in Frankfurt, Zurich, Stockholm and Dubai with New York and Chicago coming online by the middle of 2023.

In a post Brexit world, travel from the UK has become more complicated, expensive, and environmentally damaging. Ogilvie Ross combine face to face meetings with virtual work using one to one and small group video conference calls. Business Comment asked managing partner, John Ross, if he had any suggestions to help businesses become more effective using online meeting platforms.

“For those organisations and teams where people are working remotely, the need for appropriate communication skills is greater than ever. The after-effects of the pandemic, the reduction of staff in offices and increased remote working means that we can no longer pop over to someone’s desk for a quick chat or grab a couple of people for an informal meeting. We are now relying on technology for an increasing amount of our day-to-day communication. That technology whether it is telephone or video places an extra layer into the communication that needs to be worked with and is something that we have been getting more and more questions about.

Whilst there are a great many issues to think about when planning formal presentations or multi-person online meetings, if you follow these three simple principles, you will be in a good position to maintain effective online communications.

- 1. Allow more time** – when we speak to people face to face, there are many non-verbal signs that allow us to judge the pace of the conversation. In a virtual situation, these are at best difficult to pick up. When making important points or getting responses from people you need to be prepared to stop speaking for longer than will feel comfortable. This silence will allow more time for the listener to process what you have said and respond.
- 2. Ensure that all attendees can speak** – on a simple level, get all the attendees to say something at the start to make sure they can hear you and that you can hear them. During the meeting, it is your responsibility to ensure that those who want to contribute can. Use names and direct questions. Don’t expect people to interrupt to make their point. In face to face meetings we can physically see and understand when it’s appropriate to speak. This is not as easy when you are not actually in the same room.
- 3. Listen very carefully** – interruptions and misinterpretations become much more problematic with remote communication. So really listen, concentrate on what is



John Ross
Managing Partner

being said and how it is being said. Just because there is no sound coming from the other side, does not mean they are finished their train of thought. Having the ability to really listen is the key to great communications. Focusing on what you hear (not what you want to say), is key to learning about the other person and making them feel heard and valued. These skills are commonly known as active listening.

John added “Applying active listening techniques to all your communications can be life changing. After working with people on the best ways to actively listen, I consistently received feedback, highlighting how these new skills had transformed the way they connect with others and strengthened personal and business relationships. Active listening can turn negative dialogue into positive conversations. It builds trust and understanding, no matter who you may be engaging with.

In summary, John added “As we move forward, what was local business will take on many of the same communication requirements as doing global business. There will be far less travel and a greater dependency on technology to meet and do business with customers. This will require a change in people’s communication skills and a real investment in active listening”.

Ogilvie Ross LLP
Influencing & Communication Consultants
www.ogilvieross.co.uk
Tel 01577 863040
38 Muir Way, Pace Hill, Milnathort KY13 9AE



Developing Scotland's Young Workforce in 2023



Developing the Young Workforce (DYW) plays a key part in the delivery of the Young Person's Guarantee. We are employer led and it's our priority to make it easier for employers to connect with young people and educators in schools and colleges across Edinburgh, Midlothian and East Lothian.

Employers should connect with their regional DYW group – Edinburgh, Midlothian and East Lothian via email at dyw@edinburghchamber.co.uk. Our aim is to inspire young people and help shape the future workforce. Engaging with DYW ensures that employers get earlier access to future talent, ease skills gaps and recruitment pressures and feel connected to the community. Investing your time in young people will provide the return of them investing in you, and allow you to connect with a diverse range of young people who can bring wider life experiences, new ideas and skills, and enhance their profile as a local employer of choice.

Why not make a difference to the lives of young people including those who face the biggest challenges in life, and understand the value young people bring to the workforce and the pathways they can take to get there.

How can you get involved to inspire young people and shape Scotland's future workforce?

- Partnerships with Education
- Work Placements

- Routes, Pathways & Sector Awareness
- Curriculum Design & Delivery
- Parent & Carer Events
- Career, Job & Apprenticeship Events
- The Apprenticeship Family
- Support with Applying for Jobs
- Industry Insight Sessions
- Employability & Work Readiness
- Challenges & Competitions
- Skills Development
- Mentoring
- Workplace/School Visits

Throughout last year we took part in social media campaigns including #NoWrongPath, #YPAG22 and #AJobForEverybody, hosted our first Young Persons Guarantee networking event and delivered two DYW Roadshow events, supported Scottish Careers Week and Scottish Apprenticeship Week, ran a series of local construction festivals and much more. All of which would not have been possible without our employer network.



2023 is set to be even bigger and better with a new brand and lots of new ideas, below is just some of the activity we have planned in already.

- Updated Get Work Ready programme
- Supporting the delivery of the Circular Economy Challenge and Meaningful May
- Two Young Person's Guarantee networking breakfasts
- Two DYW Roadshow events
- Supporting Scottish Apprenticeship Week and Scottish Careers Week
- Running Sector Spotlight events
- Supporting DYW and partner campaigns

Are you in? Sign up to our mailing list to stay connected and be updated with our activity throughout 2023 www.forms.office.com/e/7bCwj2k5Vc.

Employers Can Get Involved In:

- Partnerships with Education
- Work Placements
- Routes, Pathways & Sector Awareness
- Curriculum Design & Delivery
- Parent & Carer Events
- Career, Job & Apprenticeship Events
- The Apprenticeship Family
- Support with Applying for Jobs
- Industry Insight Sessions
- Employability & Work Readiness
- Challenges & Competitions
- Skills Development
- Mentoring
- Workplace/School Visits

Find Out More:





How to build an integrated travel network that works for all

A transport network fit for the 21st century needs to be about so much more than just getting people to their destinations.

The climate crisis and the imperative to achieve net zero means that the decarbonisation of transport is just as important, in particular how we encourage people to change their travel behaviour, while enabling and improving access for all. All these challenges have become even more pressing over the last three years since the Covid-19 Pandemic hit, giving transport planners the additional headache of navigating systemic changes to how people travel and how they feel safe and empowered to do so.

Having the right team in place

Dutch company Arcadis & Canadian-based IBI Group are two design and engineering consultancies working on solutions not just in Scotland but globally to do just this. IBI was acquired by Arcadis last year to become Arcadis IBI Group and together they are using their combined experience and resources to bring fresh thinking to mobility to accelerate new forms of travel and address the challenges of building integrated transport networks that take us where we want to go in changing times.

Mobility as a Service – an integrated travel experience

One area in particular that has seen significant growth and interest since the Covid-19 Pandemic is Mobility as a Service (MaaS). MaaS is an emerging

Tim Strong
UK Transport
Innovation Director
at Arcadis



solution allowing people to use a single smartphone app to plan, book and pay for journeys using a wide variety of modes of transport. In doing so, it creates digital access to an integrated transport network, and helps reduce people's reliance on driving their own cars.

Arcadis IBI are working on the UK's most ambitious MaaS pilot project in the Highlands and Islands of Scotland. Operation of the GO-HI app is part funded by Transport Scotland, whose future integrated transport strategy will be in part informed by learning from the MaaS project.

Arcadis IBI also bring lessons learned from the design and implementation of the AMAZE MaaS solution for Amsterdam.

Dynamic information – right place, right time – for managers and users

Whilst MaaS solutions are proving useful in promoting modal shift towards new forms of mobility, these in turn create new challenges that need to be navigated, in particular around our finite road space. You might not realise it, but the humble kerb, has a significant role to play in improving our understanding of the complex demands for road space and how we ultimately transform our transport networks. Our CurbIQ digital kerbspace regulation and management product, can support cities in navigating

Graeme Scott
UK & Ireland Sector
Lead, Intelligence
at IBI Group



changes from complex regulations to greater demand from transport services, including new micromobility, logistics and deliveries and future automated vehicle operations, to more requests from citizens and businesses to make better use of footways.

Coupled with other tools, such as our advanced traffic and travel information system TravellIQ, providing accurate real-time information seamlessly across networks, provides cities with the ability to manage their networks efficiently and deliver users the information they need to make intelligent choices.

Supporting Policy Objectives

These are just some of the tools Arcadis IBI are using, along with others such as AI, to support policy objectives in Edinburgh and Scotland. An example of this is Arcadis IBI's work with Transport Scotland Operations, where the latest AI solutions are being deployed to use real-time insights to develop new means of operating networks in different and more resilient ways.

Interventions such as these will be essential to support policy objectives, such as the Scottish Government's target of reducing vehicle miles travelled on Scotland's roads by 20% and playing an essential part in creating cleaner, more efficient and more user-friendly transport systems.

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Retrofit: What's the big idea?

The Energy efficiency of buildings has been on the agenda for well over a decade, and minds have been further focussed due to the cost of living crisis.

Much of the problem is the low quality of our buildings. Historic low energy prices meant it didn't seem to matter if they were draughty, badly insulated, and poorly maintained. We work with clients and their buildings, from Local Authorities to private homeowners, who are told that one big investment will fix the issue. A heat pump, insulation, or new windows. But as Architects and Building Surveyors we see that the problem goes much deeper.

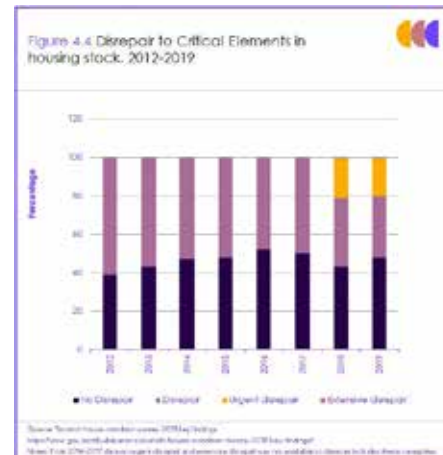
The relationship with our buildings is broken. Currently seen as static assets, requiring no care through their life, as assets that will go up in value with no effort. We install things that don't need maintenance like plastic gutters, but are replaced every 30 years. Many ownerships falls in the periods where nothing needs done, and so involvement in and understanding of the building lapses. Small incremental things are missed, and our buildings fall into disrepair. This can reduce energy efficiency by 30% from dampness alone. Lack of maintenance also misses creating sustainable local job opportunities. A timber window that needs painting every 5 years gives someone stable employment in the local areas; plastic windows that require replacement every 30 years does not.

Energy efficiency involves maintenance, use patterns, material lifespan management, as well as adding insulation and changing heat sources. It requires a reconsideration of our relationship with our buildings both socially and environmentally.

A Plan: So how do we do this?

Understanding of building materials is key. We're entering into a phase where energy and materials will be more expensive, so a plan will manage your finances and improve your property sale value. There is a document known as a Building Passport which does this. It is an Asset Register, a Planned Preventative Maintenance (PPM) Schedule, a condition survey, and budget planner. It holds a retrofit plan alongside the other plans and is holistic.

This work is done by conservation architects and building surveyors. Plans are already made, but often only for large complex commercial buildings. Often they only look at one aspect: just maintenance, or just retrofit. We believe in passports for all buildings, and that homeowners and small businesses



deserve the same quality advice that big business does.

Image Reference: www.theccc.org.uk/publication/is-scotland-climate-ready-2022-report-to-scottish-parliament/

EALA IMPACTS

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Ensure your affairs are in order

Ian Macdonald, Partner and Head of Private Client at Scottish law firm Wright, Johnston & Mackenzie LLP (WJM) specialises in private legal matters such as estate planning, wills, and powers of attorney.

Ian has given an overview of how to ensure your affairs are in order for the year ahead and the potential legislative changes coming this year which may impact these matters.

Getting your affairs in order

People often use the start of a new year to plan ahead and think about their future, so it makes sense to use some of this time to review your legal affairs and get everything in order, such as a will, power of attorney, and any potential tax liabilities.

Many people think once they have their will and power of attorney in place, they don't need to think about them ever again. However, I'd always recommend reviewing these documents regularly to ensure they remain up to date. It's important to have these documents in place so when the time comes, family members aren't left with more to worry about than is necessary.

Powers of attorney are much more sophisticated now than they were in the past and allow greater flexibility than they once did, allowing you to have more control over what happens to you should you ever be in a position where you lack mental capacity.

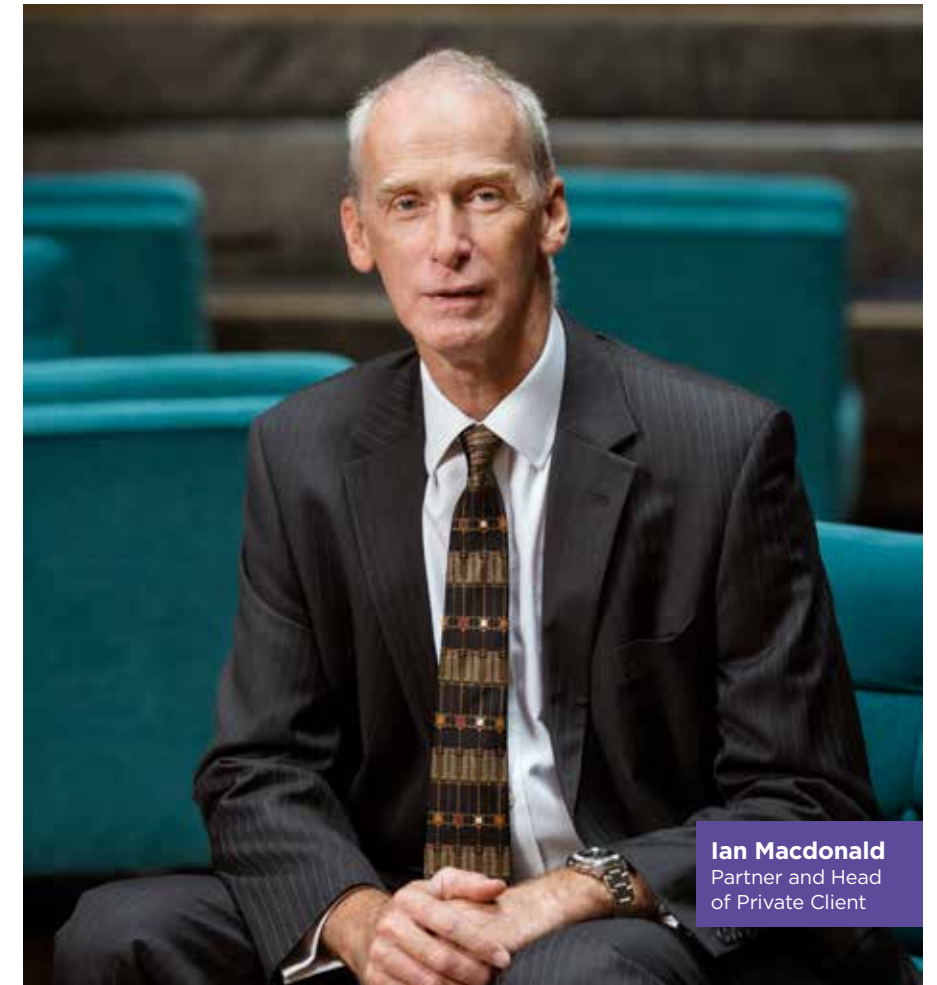
You can appoint different people to look after individual aspects of your affairs, such as financial matters and care and welfare decisions. It's not unusual for powers of attorney these days to include a comprehensive list of specific powers, so it's particularly important to ensure yours is up to date and fit for purpose as your circumstances evolve over the years.

Financial planning

Given the ongoing cost of living crisis, many are under greater financial strain now than they have been for some time, so financial planning is more important than ever. It can be helpful for people to consider inheritance tax and gifts and ways in which their finances can be restructured in a tax-efficient manner.

A substantial reduction in capital gains tax allowances was announced in the last Autumn Budget, bringing the maximum amount of gains an individual can make before paying tax down to £6,000 from the current £12,300 as of April 2023. The Government's intention is to cut this again to £3,000 from April 2024 onwards.

This reduction is likely to have an impact on investors' behaviour and people may consider reorientating their investments in a way that will afford them more freedom. Some will need to be prepared to pay more tax than they have previously. It's always worth seeking advice from an expert who can advise on such matters, for



Ian Macdonald
Partner and Head
of Private Client

example, more tax-efficient ways of hosting investments such as ISAs and pensions.

Trusts and Succession

A consultation has also been launched on the Trusts and Succession (Scotland) Bill, which has recently been published by the Scottish Government and which seeks to modernise succession laws and the way trusts operate.

Ultimately, these will change how trusts are administered and managed, as well as changing the order of rights to inheritance when someone passes away without a will in place.

It's been a long time since these areas of the law were last updated, and while succession law underwent some minor changes in 2016, the present rules on who inherits what when no will exists are complex and can be confusing and unpredictable so the process can often be long and drawn out for families.

The changes proposed in the Bill will substantially increase the automatic

entitlement of the surviving spouse or partner, simplifying the process and bringing the law in line with how most people believe the entitlements should be.

Changes to the way trusts operate are set to make them more flexible and will allow trustees to take account of changing circumstances and reflect these in the way their trusts are set up.

If you're considering getting your legal affairs in order, it's always advisable to speak to an expert who can provide bespoke advice tailored to your circumstances.

For more information on how WJM can help get your affairs in order, go to www.wjm.co.uk.

WJM Wright, Johnston
& Mackenzie
CLIENT SERVICE DRIVEN

60 Seconds
Special 10 year anniversary edition!

Name: Denise Strohsahl

Company Name: sandstonecastles marketing

Website: sandstonecastles.co.uk

Q In five words or less, what do you do?

A Marketing without being pushy & sales-y.

Q You have recently reached your 10 year anniversary with the Chamber- congrats! What has been your highlight?

A The quality of connections! I'm still in touch with a lot of people I met in my first years as a member.

Q Why did you join?

A Networking to find potential clients and collaborators.

Q What services do you use?

A Mainly the networking events, but I've also been to training events in the past.

Q What is your main business goal for 2023?

A Convincing more small business owners that marketing doesn't have to be pushy or sales-y to work. A customer-focused approach is much more sustainable and effective - and works particularly well for small businesses.

Q Can you share your top tip for any new Chamber members?

A Talk to the team - they know their members and services best. They can point you in the right direction and are always happy to make introductions.



Denise Strohsahl

GET WITH IT

By Bill Magee
Scottish Business Technology
Writer of the Year



Edinburgh is streets ahead when it comes to all-inclusive transport initiatives.

Looking to the future it's especially heartening to see all the electric vehicle charging points springing up throughout the city and its environs.

Of course, novel as EV is it isn't the entire answer. As my high school physics head of department pal John explained to me in a plain and simple scientific fact.

"There isn't enough electricity around for everyone to run around in such a vehicle." It raises the question of whether limitless zero-carbon power is, in reality, ever possible.

Such a breakthrough in what represents the global energy "holy grail" has been claimed before.

Now US government scientists say they have reached this quest by achieving a net energy gain in a fusion reaction for the first time. It's early days and in the meantime.

Back to the Capital and latest moves chime with initiatives laid out as the



way forward including local transport decarbonisation, tech-based resilience to severe weather, the future of freight. And being party to the EV revolution.

Technology companies are being offered support towards developing ideas to improve transport systems.

Under a UK Department of Transport initiative up to sixty projects will share £1.85 million, averaging £30,000 per applicant.

The TRIG programme has already backed AI rescue drones, sensors to help visually-impaired people and magnetic train tech.

No matter how many pathbreaking transport R&D initiatives are developed, they must be inclusive. The mobility and access committee for Scotland (MACS) is 20-years-old but its mission remains a constant.

MACS ensures there must be no barriers that "isolate and exclude" disabled people from making their choice of successful door-to-door journeys.

Unlocking the potential of
Edinburgh's apprentices

The Scottish Qualifications Authority (SQA) is proud to support this year's Scottish Apprenticeship Week, and highlight the positive impact work-based learning has on people, businesses and the local economy.

Apprenticeships unlock learners' potential and provide them with valuable skills and experience sought by employers. Apprenticeships also support sustained employment and upskilling, as well as opening up opportunities for young people from diverse backgrounds and abilities to gain skills that will support them throughout their life and in work.

Modern Apprenticeships are an essential part of Scotland's education and training landscape, and SQA qualifications, specifically Scottish Vocational Qualifications (SVQs), are an integral part of most Modern Apprenticeships. These well-respected vocational qualifications meet the required National Occupational Standards outlined by a host of industries. This ensures that the skills young people develop during their apprenticeship meet employers' needs, and that the young people themselves are work-ready and able to accurately demonstrate the skills, knowledge, and experience that they have developed during their training. The flexibility of SQA qualifications allows for innovative delivery approaches that schools, colleges, and training providers can tailor to meet their own specific requirements.

Anna McCormick from Edinburgh completed a Graduate Apprenticeship in Business Management with Microsoft last year. Graduate Apprenticeships allow young people to work full time, gaining industry experience and a wage, while studying at university or college for a degree. Anna was able to transition into this straight after completing a Modern Apprenticeship in Digital Marketing with the company, where she completed two SQA qualifications: a Diploma in Digital Marketing and a Diploma in Digital Application Support, both at SCQF level 6.

Her Modern Apprenticeship gave Anna a passion to continue her learning and the confidence to ask for more opportunities from her employer. She worked with Microsoft to become their first Graduate Apprentice in Scotland, opening up opportunities for others to follow in her footsteps.

Anna says: "I couldn't have made a better decision and I'm so happy I went for the apprenticeship. I've had the best start to my career, and I get to have so many different experiences that other people my age don't even have access to through study alone at university or college."

SQA qualifications also underpin Foundation Apprenticeships, which provide work-based learning opportunities for secondary school learners in S5 and S6. They are available in subjects such as Business Skills, Engineering,



Food and Drink Technologies, and Social Services and Healthcare.

The Foundation Apprenticeship programme enables learners to complete elements of a Modern Apprenticeship while still at school. Pupils work towards a Foundation Apprenticeship alongside their other National 5 and Higher subjects. They also spend part of the school week at college or with a local employer, working towards industry-recognised qualifications while developing skills and experience in the workplace.

Foundation, Modern and Graduate Apprenticeships are now supporting over 43,000 apprentices and 12,000 businesses across the country. They are providing critical skills needed to support economic priorities and renewal, including Net Zero ambitions, to help Scotland to become a stronger, fairer, greener, and wealthier economy.

Theresa McGowan, SQA Regional Manager for Edinburgh and the Lothians says that by investing in apprentices, businesses like Microsoft are setting a fantastic example to other employers, not just in the IT sector, but across the board. "The qualifications



Anna McCormick

and courses that SQA offer, and the support given by training providers, enable employers in Edinburgh and the Lothians to take on the responsibility of training their own people. This means they can tailor their development and get exactly the sort of person they want to fit their specific needs."

For more information on SQA, the qualifications it offers, and how it supports Modern Apprenticeships, Foundation Apprenticeships, and Graduate Apprenticeships, visit www.sqa.org.uk/apprenticeships.



As the Regional Manager for Edinburgh, East Lothian and Mid Lothian, Theresa McGowan, left, has extensive knowledge of SQA qualifications, from those delivered in schools and colleges, to workplace-based qualifications. She supports and engages with organisations delivering SQA qualifications in her area and aids the development of new qualifications to meet the changing needs of learners and employers. If you'd like advice on delivering SQA qualifications, please contact Theresa at theresa.mcgowan@sqa.org.uk.



Dunard Centre project springs into life with a performance on site of future stage

The first UK concert hall to be designed by David Chipperfield Architects and world-renowned acousticians Nagata Acoustics reached an important milestone in early February. Deconstruction teams moved in to start clearance works for Edinburgh’s Dunard Centre.

Placing music at the heart of the project from day one, the site of the future stage was the location for a short performance by one of Scotland’s best-known musicians, cellist Su-a Lee, to a small group including construction workers set to work on the build.

The Dunard Centre, is being built on St Andrew Square in the heart of the City of Edinburgh. The 1000 capacity concert hall will operate as a year round cultural destination. It will provide a new, world-class performance venue with state of the art auditorium for performance, rehearsal, and recording, alongside an inspiring and engaging education programme.

The music venue, which was given the green light by Edinburgh’s planning authorities in November 2021 is set to transform the city’s cultural offering with the construction of its first purpose built concert hall in over 100 years.

Gavin Reid said: “We are building a bold and brilliant venue which is an expression of faith in our city, our country and our future. The Dunard Centre will be a place where musicians and audiences come together to create and share extraordinary experiences. Through this final design stage

we are enjoying the challenge of ensuring excellence in every surface, corridor, seat and handrail. Every detail of the building will be finely tuned to make sure that concert going is an inspirational and exhilarating experience.”

Su-a Lee, Assistant Principal Cello at Scottish Chamber Orchestra and member of McFall’s Chamber said:

“Performing in a brilliantly created acoustic is a wonderful experience for a musician. When every note is so clearly articulated across the whole orchestra, it allows us to respond to each other in the moment. It also allows us to respond to the audience and to the building itself, which pushes the boundaries of colour and dynamic. It makes the experience very exciting for both performer and listener. When Dunard Centre opens, it will give musicians a very special place to perform music of all genres. As a member of the Scottish Chamber Orchestra, I know that we are all looking forward to getting to know this new space and bringing together some amazing performances for our audiences.”

The venue will be a transformational new home for Scottish Chamber Orchestra, an iconic new venue for Edinburgh International

Festival and a gift to music lovers and performers of all genres.

The Dunard Centre is being funded through substantial philanthropic donations, including the visionary support of Dunard Fund, and underpinned by £25 million support from the Scottish and UK governments and the City of Edinburgh Council, as part of the Edinburgh and South East Scotland City Region Deal. Royal Bank of Scotland is supporting the project by providing a long-term lease for the land which sits directly behind Dundas House on St Andrew Square.

A spokesperson for Dunard Fund, said:

“Dunard Fund is thrilled that Sir David Chipperfield’s monumental addition to Scotland’s musical landscape is on the road towards completion as a home to all performance groups and individuals from Scotland and further afield, as a visionary venue for the Edinburgh International Festival, and as a more regular base for the Dunedin Consort, the Scottish Chamber Orchestra and the National Youth Choir of Scotland.”

Follow the story at: www.impactscotland.org.uk

Invest in West Lothian

Businesses in West Lothian can access a range of new grants to bring forward investment in digital development, low carbon, graduate roles, upskilling and retraining.



Digital Development – there’s up to £10,000 grant support for introducing new digital skills and systems.

Low Carbon – up to £10,000 grant for strategic business change which can evidence a clear link to low emissions.

Graduate Careers – for businesses recruiting for graduate roles Cyber Security, Low/Zero Carbon or STEM, there’s grant support up to £10,000 against starting salaries of at least £25,000. These roles should be progressive with a clear plan for career progression.

Upskilling & Retraining – in the current labour market characterised by record low unemployment and high levels of unfilled vacancies, we want to help firms find solutions. We have 50% grants to help with upskilling existing staff and/or retraining new staff from outwith your sector.

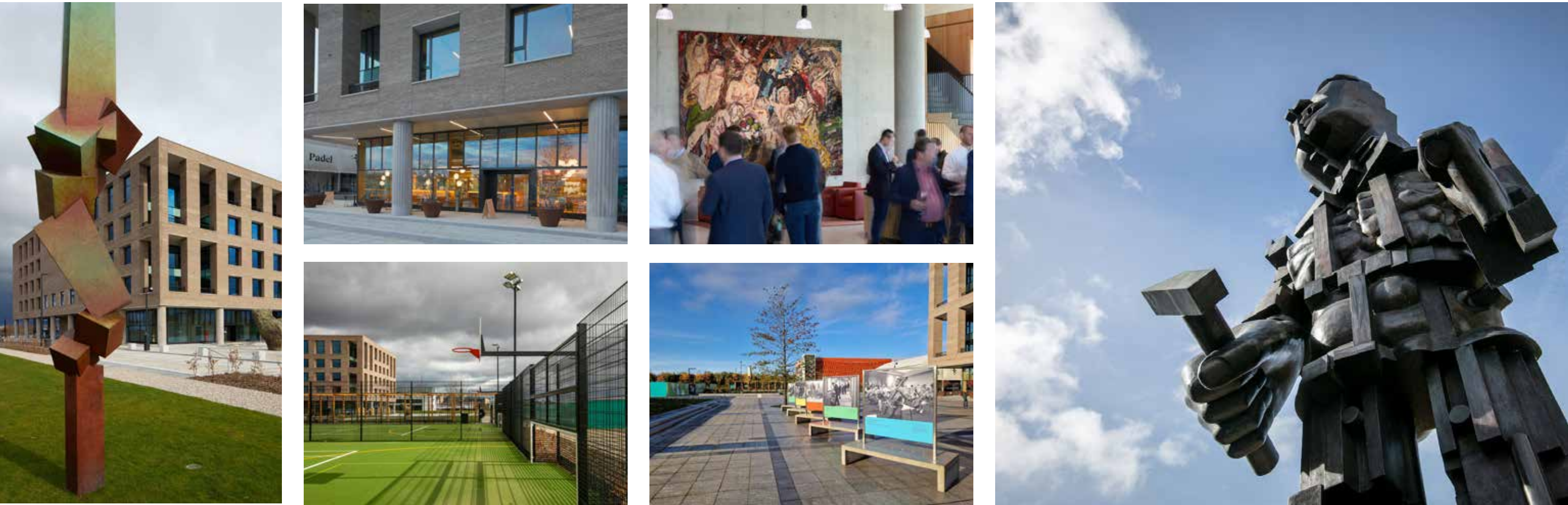
Jobs Task Force – our highest level of grant support is targeted for firms in sectors including life sciences, technology, engineering, manufacturing, construction and food & drink. With an average level of grant award around £40,000, we want to hear from firms who are investing in jobs, training or capex.

Over
550
existing
businesses
supported

Over
300
new businesses
started every
year

Over
£2.4
million awarded
through West Lothian
Jobs Task Force

**Grant
Funding**
for training &
upskilling and
sustainability
projects



Edinburgh set to enter a new era of development

As the Chinese New Year passed from the year of the tiger to the rabbit, there will be plenty reflecting on the replacement of a yang year – all about action – for a yin year which is more focused on rest and renewal.



We should remember that whilst rabbits may be less aggressive, they are renowned for their agility and cunning. Characteristics that our business leaders will require in

abundance in the year ahead. Reports from Centre for Economic and Business Research (CEBR) and Irwin Mitchell's UK Powerhouse have predicted Edinburgh will lead the Scotland's economic growth and buck the trend for encouraging foreign based investment in the year ahead. For those of us long confident in the city's attraction it is of little surprise. With such welcome news it is clear that the city requires to be able to continue to provide its unique and exceptional offer

to those seeking to invest. Businesses also need to look to what they offer staff in the quality of the workplace. And the city requires still to address its shortage of housing for all of its people. Edinburgh has a truly amazing workforce – including some of the most educated and skilled in the country. The city also caters for the most highly tuned tastes when it comes to the arts and culture – boasting spectacular festivals, impressive galleries, world-class museums, places of rich historic and cultural interest as well as

theatre and performance space the envy of most cities in the UK. Sports and leisure clubs and attractions are peppered across the city to meet even the needs of the most ardent athlete. And green space as abundant as it is well-used. The pandemic has impacted upon the city's economy with those leaving the workforce, as well as changes in where, and when, we choose to work and what we expect from our workplaces. It is clear that we value the facilities at work more than ever. For those who have been closeted at home they expect, and demand, the merits and comfort of all that home working brings combined with the sociability and fun of being together with colleagues. Flexibility is key to how businesses ensure happy, well-motivated and highly productive staff. The economic turbulence of unprecedented inflation continues to hit. Businesses face the twin headed dilemma of staff shortages and increased demands from employees to address the cost of living crisis. There is plenty of evidence which highlights that now return to the office is more the norm, it is also clear that our workforce is looking towards workspaces which are more in keeping with their needs – less office attendance is combined with increased desire for enhanced facilities. The mantra that we work to live rather than live to work has never been truer! Wearing another hat, as a judge for the British Council of Offices annual award, I have been fortunate to travel the UK and see some spectacular new offices. What is clear in all of those that compete to be the best in the annual contest, is that they link with their community, they deliver more for their colleagues and they seek to do so sustainably. It is usually thoughtful intelligent design combined with attention to the real needs of the tenants that win out. Our own investment in creating new performance space at 1 New Park Square with new bar restaurant Patina which hosts exceptional musical talent and bakes unrivalled bread is a great example of what people want! Since Parabola invested in Edinburgh

the office is more the norm, it is also clear that our workforce is looking towards workspaces which are more in keeping with their needs – less office attendance is combined with increased desire for enhanced facilities. The mantra that we work to live rather than live to work has never been truer! Wearing another hat, as a judge for the British Council of Offices annual award, I have been fortunate to travel the UK and see some spectacular new offices. What is clear in all of those that compete to be the best in the annual contest, is that they link with their community, they deliver more for their colleagues and they seek to do so sustainably. It is usually thoughtful intelligent design combined with attention to the real needs of the tenants that win out. Our own investment in creating new performance space at 1 New Park Square with new bar restaurant Patina which hosts exceptional musical talent and bakes unrivalled bread is a great example of what people want! Since Parabola invested in Edinburgh

Park nearly a decade ago, we have been encouraged by a 'can do' attitude from the leaders of the city. We have been proud to lead the renewal and revival of Edinburgh Park and enthused by the city council's support for the realisation of an ambitious new community and architectural exemplar designed around the happiness and success of its people. Edinburgh continues to evolve as the city further develops. Just as the new town was meticulously planned and delivered as the city expanded, in the next decade we shall witness further growth westward. We are delighted to play our part in facilitating the managed growth. As the Garden District takes shape and there is further investment in the airport and through the new Green Freeport, Edinburgh is set to enter a new era. We are pleased to work with others and help to deliver for our exceptional city. In some ways we hope that our trailblazing approach to creating new spaces is replicated elsewhere. Our experience of delivering a new quarter of the city has been challenging and rewarding in equal parts. As we continue to flourish and grow as a city, we do require to be mindful of the strengths of the rabbit in Chinese astrology – shrewd, witty and imaginative.... www.parabola.com

Edinburgh has a truly amazing workforce – including some of the most educated and skilled in the country.



Edinburgh’s Transport Convener: Trams on track for sustainable transport future

As spring fast approaches, so too does a significant milestone for the city, with the completion of the tram line to Newhaven.



The route is really taking shape, as a stroll down Leith Walk confirms – all of the tracks are in the ground, tram stops are in place and public spaces and walking and cycling

links have been improved along the way. New businesses are also springing up to take advantage of the economic benefits. The finishing touches will see further landscaping and pavement improvements and, crucially, the electrification of the full line this February, in preparation for testing and the operation of full passenger services in spring 2023. I am so proud of the fact that that we’re still on track to start serving the public on time and within the £207.3m budget,

despite an extremely challenging few years, and this is testament to the tireless work of the Trams to Newhaven project team. Not only have they mitigated site shutdowns during the Covid pandemic, but they’ve weathered industry-wide challenges with the availability of materials and significant demand for labour since the project began due to Brexit and the illegal war in Ukraine. What is also pleasing to see is how resilient Leith has proven to be despite the pandemic, cost of living crisis and the



construction of the tram. There are a whole range of new businesses opening up on the route which is great. Leith has always been renowned for its retail and leisure offering and there is no doubt the imminent arrival of the tram has encouraged more independent businesses to open up, adding to the retail and leisure provision in the area. I want to take this opportunity to thank the residents and local businesses for their patience and resilience throughout the programme of works. As I write, we’re preparing to reopen the full length of Leith Walk to two-way traffic and I know this will be most welcome to the people who live and work there. I’m confident that, long term, both this part of Edinburgh, and the entire city, will reap the benefits of the completed line. Of course, we know the new road layouts will take some getting used to, and we’re continuing to monitor traffic flow and pavement and cycle lane interactions to make sure new designs work and are safe

for everyone. In March, we’ll get a true sense of how the route operates when the first tram travels the new line to Newhaven, before a period of testing and commissioning begins in April. Edinburgh Trams is already training drivers on the route using their route simulator and there is ongoing work between Edinburgh Trams and Lothian Buses on integrating ticketing systems, which will greatly improve the customer experience. Before long residents in Newhaven and Leith will be able to travel seamlessly to employment and/or leisure activities in the City Centre, Gyle Park and Edinburgh Airport – this will be a historic moment for Edinburgh. But it doesn’t stop there. With a rapidly growing population, we need to cut congestion and rethink the way we travel, and expanding reliable, high-capacity transport like the tram is essential for this. As part of the City Mobility Plan we’ve committed to growing the tram network to

the north and south of the city, focusing on a potential tram extension from the north (Granton) to south east (BioQuarter and beyond). As this will turbocharge the regional economy, Transport Scotland included a possible expansion of the tram system to neighbouring authorities in its second Strategic Transport Projects Review (STPR2), which signified their willingness to support us in exploring these opportunities. This endorsement gives us confidence to start to investigate future plans for both tram and bus transit, and to consider how they could best be delivered. Not only does this kind of development support our net zero carbon goals, linking into active travel routes and encouraging healthier lifestyles, but by providing better connections we’re promoting equity and social inclusion. It’s no secret that improved public transport can boost sustainable economic growth, and in Edinburgh the tram will help secure the regeneration of the Granton waterfront and will be transporting people there in years to come. Granton is set to benefit from more than £1bn in investment and, we hope, will continue to flourish in the following years. We often look to other, major European cities for examples of modern, sustainable transport systems. As we approach the completion of Trams to Newhaven, and anticipate expanding this excellent service even further afield, I believe Edinburgh too can provide inspiration for bold, forward-thinking transport development. www.edinburgh.gov.uk

Before long residents in Newhaven and Leith will be able to travel seamlessly to employment and/or leisure activities in the City Centre, Gyle Park and Edinburgh Airport – this will be a historic moment for Edinburgh.

Welcome
Barologist



Welcome
Dundas Global
Investor



**WELCOME TO OUR
NEW MEMBERS**

Welcome
Evershed
Sutherland



Welcome
re-form



Welcome
Edinburgh
Rugby



Welcome
Saffery
Champness



NEW MEMBER LIST

Barologist

| | | | | | |
|--------------------------|-----------------------|----------------------------------|--------------------------------|--------------------------------|--------------------------|
| Anderson & Co. | CBO Associates Ltd | Eversheds Sutherland | Gibson Kerr | Ogi Bio Ltd | Archaeology Limited |
| Barologist | Cognition Events Ltd | Flatbread Turkish Bakery House | Khalid Karim | Randex Health | Saffery Champness |
| Calton Wealth Management | Edinburgh Printmakers | Gary G Meikle Limited (SC645884) | Make Digital Marketing Ltd | re-form landscape architecture | Seed Marketing Solutions |
| | Edinburgh Rugby | | Next Level Consultancy Limited | Rocket Heritage & | WH & R McCartney |

JOIN THE CHAMBER TODAY

Would you like more information on joining the Chamber?
Membership prices start at only £23.00 per month. Please contact us for more information.
Richard Ellis Head of Membership, Richard.ellis@edinburghchamber.co.uk



Chamber Events calendar is showing no signs of slowing down

It's been a busy year end for the events team at the Chamber, and an even busier one as we enter into the New Year. The last months of 2022 saw us bringing our members a whole host of events, from festive lunches and quizzes, to early morning starts up at the Castle with a bacon roll – who could say no to that?!

In December, as we wound down our events calendar and approached the festive season, we kicked off the month by heading to Edinburgh Castle for a morning of coffee, catch-ups and networking. Our members also had the chance to have an exclusive look at the Crown Jewels and Stone of Destiny before the Castle opened up to the public. Our networking didn't end there, as we enjoyed a morning at Heriot Watt's National Robotarium – the UK's centre for Robotics and Artificial Intelligence. Members had the chance to hear from the team at Heriot Watt on the range of innovative research projects they are leading on, as well as meeting some of the resident robots.

However, it wouldn't be the festive season without some mid-week tipples, and our Members' Festive lunch provided just that. Our members visited Frederick Street's new addition, 63rd+1st, to enjoy a Christmas lunch full of festive cheer – which our table magician definitely ensured! Towards the

end of the month our younger chamber members got in on the festive fun with our last Rising Stars event of the year at Revolution Edinburgh for a festive themed pub quiz.

Into 2023, we kicked off our events programme with our annual address from Andrew Kerr, CEO of The City of Edinburgh Council as part of our Developing Edinburgh series. The event, kindly hosted and sponsored by the Bank of Scotland, saw 100 attendees gather to hear Andrews's reflections on the previous year and the Council's priorities for the coming year. With the challenges posed by the current economic climate, it was uplifting to hear about a number of exciting initiatives underway in the city, such as the recently announced Forth Green Freeport, which should provide excellent opportunities for the city.

Our networking didn't stop there, with visits

across to Patina for a networking breakfast where members got to feast on some impressive pastries. We visited local scandi favourite Joseph Pearce for a delicious two-course networking lunch and the month was rounded off with a Developing Edinburgh event, which focused on the West side of Edinburgh. Speakers from Edinburgh Airport, Crosswind Developments, Parabola and Drum Property Group joined our panel to discuss the ambitious new development plans underway in the west side of Edinburgh and the opportunities this will unlock for the city.

Keep an eye on our events calendar over the next few months as we return to local favourite Dishoom for a networking lunch feast. We will also see the return of our Inspiring Women in Business series, where we will be welcoming Nikki Flanders, Managing Director of SSE solutions GB and Ireland to share her story and experiences from her 25 year career.



The Cooperative Solution

Scotland's longest-running cooperative, the Edinburgh Bicycle Cooperative, has recently celebrated its 45th anniversary. Almost half a century on, their employee-ownership model is even more relevant now than it was back in the 1970s.

Founded in 1977 as a single shop in Edinburgh, "Recycles" was later renamed as the Edinburgh Bicycle Cooperative, a company where the workers had an equal say in the business and profits would be shared equally among the employees. Almost half a century later, the Edinburgh Bicycle Cooperative now comprises six shops across Scotland and Northern England, including Bruntisfield, Canonmills, and Stockbridge in Edinburgh, Aberdeen, Newcastle, and Leeds, but their founding principles remain the same.

After working with the Bike Coop for a year, each employee is invited to become a member with an equal share in the business and a vote at the AGM. This shared business model is what has ensured that the Bike Coop has stood the test of time and continues to be a great company to be a part of.

The Bike Coop is known for a lot of firsts, including being the first in Scotland to stock mountain bikes back in 1984, creating their own bicycle brand "Edinburgh Bicycle" in 1985, launching one of Europe's first cycle shop websites in 1996, and launching "Revolution" bikes in 2003, which can still often be seen all around the UK. More recently, the Bike Coop has been supporting the growth of the e-cargo bike as a cheaper, healthier, and more sustainable form of transport for individuals and businesses, as well as providing their own Bike to Work Scheme. Today, the bike industry is more topical than ever. With electricity and fuel prices



soaring, bikes are a great solution to help people financially, physically, and mentally.

What really makes the Bike Coop stand out is the honesty and expert knowledge of their staff. They build a relationship with each customer to ensure that they find their perfect bike. Offering all types of bicycles, including road, gravel, mountain, hybrid, folding, cargo, e-bikes, and kids' bikes, from carefully selected, high-quality brands such as Specialized, Giant, Liv, Kalkhoff, Whyte, Brompton, Tern, and Frog. The Bike Coop also offers advice on servicing and all the gear to go with your new bike, so that you can be sure that you've got everything you need to pedal off on your next adventure.

This year, Edinburgh Bike Coop is delighted to announce the launch of their third shop in Edinburgh. Opened on Hamilton Place in Stockbridge, the new Giant Store Edinburgh is the sixth shop for Edinburgh Bike Coop;

however, unlike the others, it will exclusively stock Giant, the largest bike brand in the world, Liv, which is designed by women, for women, and the new Momentum e-bikes, along with a full range of clothing, accessories, and components.

Like all Edinburgh Bike Coop stores, customers have the opportunity to test ride their bike, select from in-store collection or home delivery, and they will receive a free 6-week and 12-month post-purchase bike service. They also have a full in-store service and repair workshop to look after and maintain all your trusty bikes. So, you can rest assured that you are in good hands!

The Giant Edinburgh Store is now open and have their official launch weekend on Saturday 4th and Sunday 5th February. Come along to meet the friendly team led by long-time Bike Coop member Simon Cortis, explore the new shop, and enjoy lots of interactive activities and exclusive offers, including test rides, competitions, free bike safety checks, and more for all levels of riders.

All Edinburgh Bicycle Cooperative shops are open 7 days a week and offer free bike safety checks. Find out more at www.edinburghbicycle.com.



Royal visit marks bid to develop world's largest tidal turbine blades

A project aiming to maximise tidal energy generation has been launched in the presence of Her Royal Highness, The Princess Royal, at the University of Edinburgh's FastBlade facility.



Picture credit: Neil Hanna

The Princess Royal, who is also Chancellor of the University of Edinburgh, visited on Tuesday 17 January to meet colleagues from the testing facility and partners of the new MAXBlade project.

The £10 million project – funded by the European Union and UK Research and Innovation – aims to deliver a range of innovations to improve the performance of tidal turbines and reduce costs.

It will investigate the full lifecycle of tidal turbine blades, from materials, manufacture and operation, to decommissioning and recyclability. The project's long-term aim is to ensure the European composite sector becomes the international leader in tidal blade manufacture.

The project plans to increase the area harnessed by Scottish tidal technology company Orbital Marine Power to generate power – known as the rotor swept area – by 70 percent, to more than 1,000 square metres.

MAXBlade will increase the length of the turbine blades from 10 to 13 metres – making them the longest of their kind in the world. The team says that boosting blade length will have the single greatest impact on reducing the cost of tidal energy.

Modelling by the University of Edinburgh's Institute of Energy Systems estimates £40bn could be generated for the UK economy by harnessing wave and tidal energy.

The project, supported by the University of Edinburgh's commercialisation service, Edinburgh Innovations, will involve a two-year design and development phase, followed by an 18-month build. During the build, the blades will undergo advanced structural testing at the FastBlade facility, a partnership between the University of Edinburgh and advanced manufacturer Babcock, based at the Arrol Gibb Innovation Campus at Babcock's Rosyth facilities in Fife.

The technology will then undergo two years of real-world testing at the European Marine Energy Centre (EMEC) in Orkney. Two of Orbital Marine Power's O2 floating platforms – the world's most powerful tidal turbines – will each be fitted with four of the newly developed blades.

The team aims to generate 120,000 hours of performance data that will be assessed by EMEC and project partner TECNALIA, a research and technological development centre.

Innovations from MAXBlade will be integrated with findings from its sister project, FORWARD2030, to enable large-scale production of Orbital's O2 turbine technology. This will pave the way to the tidal energy sector making significant contributions towards Europe's energy systems, energy security and industrial development by 2030 and beyond to 2050, the team says.

Andrew Scott, Chief Executive Officer at Orbital Marine Power, said:

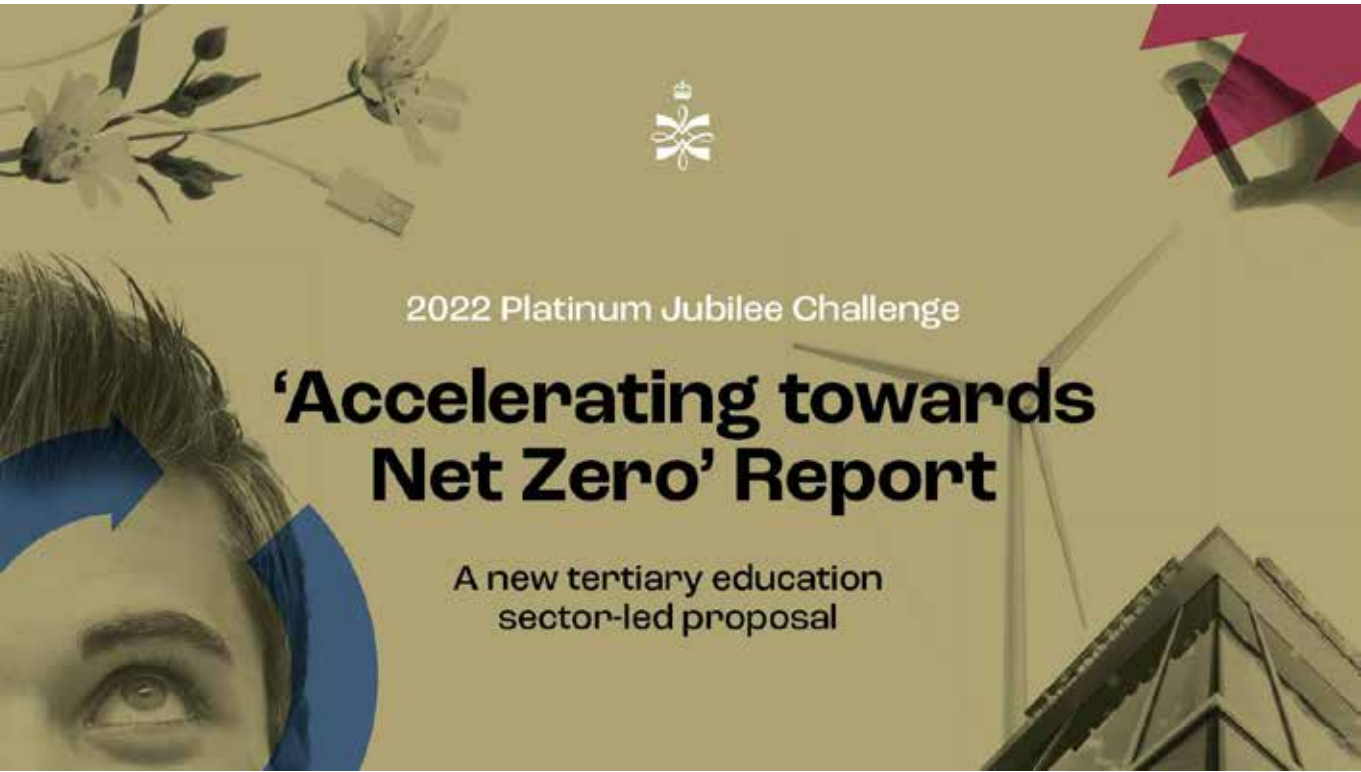
Orbital is delighted to be involved with so many great partners on this truly cutting-edge project. MAXBlade will help deliver tidal energy into a future, low-carbon energy mix at lower costs while, at the same time, position UK & European businesses to benefit from long-term industrial opportunities that will come from this new, sustainable industry."

Dr George Baxter, CEO of Edinburgh Innovations (EI), said: As the first large-scale project for FastBlade, MAXBlade is fantastic example of the capability generated when we combine cutting-edge university research with industry. EI is proud to have supported our academics and helped build and develop this partnership project, which can now help the world meet its sustainable energy challenge."

MAXBlade is led by TechnipFMC and includes Orbital Marine Power, Marasoft, TECNALIA, University of Edinburgh, EMEC, Laborelec and European Composites Industry Association.



THE UNIVERSITY OF EDINBURGH



Accelerating Towards Net Zero

Heriot-Watt University contributes to first profile of carbon footprint for UK Higher and Further Education Institutions.

The Royal Anniversary Trust has released "Accelerating towards Net Zero," an ambitious roadmap for carbon reduction in the tertiary education sector. The report offers a robust profile of the tertiary education sector's carbon footprint – the first of its kind – using detailed modelling which highlights target areas for emissions reporting and reduction. It also proposes a new standardised carbon reporting framework designed exclusively for the sector which will enable all HE and FE institutions to measure, report and manage carbon emissions.

The report is the result of a year-long research project – The Platinum Jubilee Challenge – led by 21 higher and further education institutes from across the UK, all recent winners of the prestigious Queen's Anniversary Prize including Heriot-Watt University. It concludes with 14 clear recommendations to Government and

priorities for the sector that will accelerate progress towards Net Zero; Ministers have committed to responding by 28 March, 2023.

Kristina Murrin, CEO of The Royal Anniversary Trust commented: "Our ambition was to bring together the extraordinary winners of the Queen's Anniversary Prizes to collectively tackle a tough shared challenge. The resulting report sets out a clear action plan for the tertiary education sector to accelerate progress to Net Zero, with recommendations for institutions and government. We are enormously proud of the proposed carbon reporting Framework – if adopted sector-wide, this will allow for consistent, transparent, and data-led decision making."

Professor Mercedes Maroto-Valer, Deputy Principal for Global Sustainability at Heriot-Watt University, said: "Collaboration

and partnership have been crucial in the formation of this report which contains ambition to match the scale of the climate change challenge. We are delighted that our students and staff have been part of the Platinum Jubilee Challenge and we will continue working on the recommendations and goals of the report as we move further into the implementation of our own Global Sustainability Strategy." The Department for Education has confirmed that they are asking universities and colleges to report their carbon emissions by 2024 as per their Sustainability & Climate Change Strategy. While many do already report, there is currently no agreed model or framework to allow them to do this consistently. The Challenge group sought to rectify this. Accelerating towards Net Zero provides a comprehensive overview of specific challenges and opportunities for decarbonisation of the tertiary education sector and how this can drive change across wider society.

Read more and view the full report at this link on the [Heriot-Watt website](#).

Our ambition was to bring together the extraordinary winners of the Queen's Anniversary Prizes to collectively tackle a tough shared challenge.



The Royal Highland Show: An Economic Powerhouse for Scotland

The contribution of rural Scotland to Edinburgh’s economy was brought to the fore last November, as an independent economic impact report found that the Royal Highland Show contributes £39.5 million annually to the capital’s economy – that’s more than Edinburgh’s Hogmanay celebrations.

Held every year in June, Scotland’s largest outdoor event attracts in the region of 200,000 visitors across four days to celebrate the best of Scotland’s food, farming and rural life. Appealing to both rural and urban audiences, the Show is a major marketing platform for producers, exhibitors and businesses from across Scotland and the wider UK.

Staged in Ingliston at the Royal Highland Centre, the Royal Highland Show sees up to 6,000 animals competing, with other attractions including a food & drink hall,



Alan Laidlaw
Chief Executive of the Royal Highland and Agricultural Society of Scotland

Scotland’s Larder, sheep shearing, musical entertainment, rural crafts, forestry, show jumping, machinery and educational experiences. The Royal Bank of Scotland is a long-term partner of the Show, having been its headline sponsor for 41 years.

With an average visitor spend of £147, the report revealed that the Show presents a key sales opportunity for exhibitors. Visitors spent more on accommodation (21%) than any other expenditure category, with overnight visitors typically staying in Edinburgh for 2.5 nights. This was closely followed by spending on food and drink on site, and other spending, which includes purchases of agricultural equipment (both 19%).

This marks the first time that the economic impact of the Show has been assessed on a comparable basis to Festivals Edinburgh. Carried out by BOP Consulting, it found that the Show generated additional output in Edinburgh of £39.5m – with this corresponding to a Full-Time Equivalent (FTE) employment of 674. The Show has a wide reach, with 74% of visitors travelling from across Scotland to attend.

Visitors and exhibitors come from far and wide to connect, be entertained, to sell and to buy, and it is widely acknowledged to be the best platform for rural Scottish businesses and producers in the country.

We are fortunate to have a loyal and engaged audience, and one that is only growing as the Show evolves into a truly global event – in 2022, more than 200,000

people from around the world tuned in to watch the Show online.

The economic impact and reach of the Royal Highland Show is significant, and this report demonstrates that the Show is one of Scotland’s largest and most well-attended events. It also shines a light on the importance of rural Scotland at large – every day we eat, but don’t give a second thought about where our food was produced. Yes, you bought it at the supermarket, but first a farmer had to put the hours in, working hard to raise or grow whatever it is on your plate. The Show gives our producers a platform to demonstrate their worth and relevance to consumers, while championing the fact that when we support local, everyone wins – including our economy.

2023’s Highland Show is expected to be even more of a celebration, as it will also play host to the Golden Shears – the exciting world championships for sheep shearing and woolhandling. The Society’s newest venue, The Pavilion, is also now well and truly up and running, and it really is a sight to see.

So, if you’re wondering what all the fuss about the Highland Show is about, or maybe you just haven’t been along in a few years – come and spend some time at Ingliston this summer. A day full of fun, food and farming awaits!

If you are interested in finding out more about RHASS, the Royal Highland Show, becoming a member, or hosting an event, please get in touch at rhass.org.uk

We thank our Partners for their continued support of the Chamber.

STRATEGIC PARTNERS



ENTERPRISE PARTNERS





Chamber Training Calendar

February/March/April 2023

| February | | |
|---|--|---|
| Tuesday 21st Essential Management Skills Day 1 | Friday 10th Digital Marketing | Thursday 30th Customs Procedures and Documentation |
| Wednesday 22nd Maximising productivity within hybrid teams: an overview | Tuesday 14th Sales and Account Management | Friday 31st Beginners Guide to Export Licensing Controls |
| Friday 24th Mastering Online Sales - Measuring, Reviewing & improving campaigns & performance | Thursday 16th Understanding Export and Export Documentation | April |
| March | Thursday 23rd Advanced Facebook Strategies to Increase Sales | Friday 14th Focus On: Embargoes, Sanctions and End-Use Controls |
| Friday 3rd Search Engine Optimisation (SEO) - An Introduction | Tuesday 28th Essential Management Skills Day 2 | Tuesday 18th Introduction to Leadership |
| Tuesday 9th Project Management | Wednesday 29th Building Personal Resilience and Self-Confidence workshop | Wednesday 19th Understanding Commodity Codes |
| | | Friday 21st Google Analytics and GA4 |



A Spotlight On Export Valuation

Export value, does it matter? In short, it does; although there are no duties or revenue at export, it is something that HMRC take very seriously.

Sarah Adams-Greener
Customs & International Trade Advisor, Strong & Herd

Whilst there aren't any export duties in the UK, VAT-registered companies are permitted to zero rate their exports rather than incur the 20% rate of VAT, for which they must obtain official or commercial evidence.

Many companies believe they can declare a nominal value on their commercial invoice and subsequently on declarations when they export a sample or a free replacement item. There are also cases of companies deliberately undervaluing their exports, enabling the importer to pay fewer duties and taxes upon importation.

So, what is the HMRC legal definition regarding valuation at export? The Tariff quotes the following.

"The value to be declared is the cost of the goods to the purchaser abroad (or if there is no sale, the price the goods would fetch if sold to a purchaser abroad); it should include packing, inland and coastal transport in the UK, dock dues, loading charges and all other costs, profits, charges and expenses".

For example, the export value should include any insurance and commission accrued on the journey up until the goods are deposited on board the exporting vessel or aircraft. Outward sea/air freight, marine/air insurance, and any cash or trade discounts to the purchaser abroad must be deducted from the export invoice value.

For goods re-exported after process or repair in the UK, the value declared must include the charge for the process and the value of the goods when imported.

On the other hand, there could be a genuine reason why a product has a low export value. For example, a plastic vial that costs less than £10 to replace. However, be mindful that the eyes of an HMRC Officer could be drawn to low-value exports and request evidence from you to demonstrate how you reached that particular value.

HMRC officers can request further information at audit, such as bank statements to evidence the payments made for your exports. HMRC officers also speak to other Customs authorities via a mutual understanding agreement.

To look at it from another perspective, you may remember the Hoegh Osaka vessel that ran aground in January 2015 on its way from Southampton to Bremerhaven carrying high-end cars. As the exporter of these vehicles, you should ensure that your insurance covers the total value of the goods in case such mishaps occur.

Anyone who has ever submitted an insurance claim will know that insurance companies are meticulous in requesting numerous forms of evidence to justify a lawsuit. Just imagine if you'd deliberately undervalued the cars on your export declaration that the insurance company had requested.

In conclusion, whilst less complex than import valuation, export valuation is still essential in compliance with our declarations.

Think Export. Think compliance!

HMRC officers can request further information at audit, such as bank statements to evidence the payments made for your exports. HMRC officers also speak to other Customs authorities via a mutual understanding agreement.

Visit our website to find out more and book your place.

edinburghchamber.co.uk/training-events/



Chloe Halliday

Chloe Halliday

Chloe was recently appointed Head of Matchday & Concert Hospitality Sales at BT Murrayfield, looking after all Rugby hospitality sales, which includes the following campaigns – Six Nations, Summer Tests & Edinburgh Rugby.

The role also oversees sales of Concert Hospitality – with two concerts coming up this year in May – Harry Styles on 26th and 27th May and then Bruce Springsteen on 30th May.

Chloe added: “I look forward to this new challenge and will ensure all of my hospitality guests have a seamless and unforgettable experience, whether they are attending a rugby match or concert. I have hit the ground running with less than 4 weeks until the first Six Nations match – Scotland V Wales on 11th February, nearly sold out for hospitality.

“I love working with my clients and if you would like to attend our hospitality then please do not hesitate to contact me to arrange an appointment.”

chloe.halliday@elior.co.uk



Steven Sim

Steven Sim

Thomson Cooper Accountants are delighted to announce that Steven Sim has been promoted to an Associate within their senior leadership team.

After qualifying as a Chartered Accountant in 2013, Steven spent 7 years working in practice before joining the firm in 2020. He specialises in delivering accountancy and taxation expertise to small and medium-sized businesses, helping them meet their regulatory requirements, and adding value to assist in their growth plans.

Steven says he is looking forward to the challenge of supporting and developing the firm's wide range of business services, as well as expanding his client-facing duties.

Senior Partner Andrew Croxford added, “Delivering career development for our team has always been a priority. Steven has built strong relationships with clients during his time here and we believe he will make a significant contribution to the growth of the firm as we continue to develop our client base in Edinburgh.”



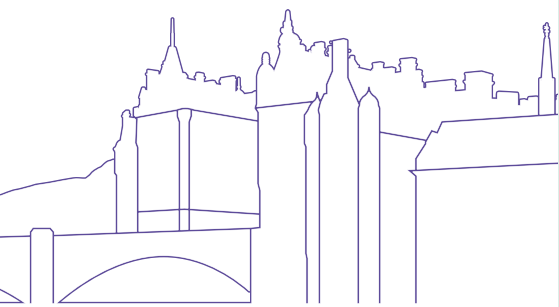
Gordon Smith

Gordon Smith

Gordon Smith has been appointed the new Sales Director at Changeworks Recycling. Before joining Changeworks Recycling, Gordon was Sales Director for Immersion, a start-up in the Technology sector, setting up their commercial function, responsible for direct, indirect & strategic partnerships on an International level.

As a senior sales leader, Gordon brings over 20 years of experience across the Marketing, Business Services, Fintech & Software industries. Gordon will head up the Business Development team to grow our client base in Edinburgh, Glasgow and across Central Scotland.

In his spare time, Gordon likes to go walking and to get up into the Scottish hills too as well as enjoying football with the odd game of 5's and every few years training for a half marathon or Tough Mudder. He is also a wannabe amateur photographer.



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Edinburgh Chamber of Commerce, Business Centre,
2nd Floor, 40 George Street, Edinburgh EH2 2LE
www.edinburghchamber.co.uk

President: **Jane Clark-Hutchison**
Chief Executive: **Liz McAreevey**

EDITOR:
Emma Reid, Tel: **0131 221 2999**
Email: emma.reid@edinburghchamber.co.uk

FEATURES EDITOR
David Forsyth, Tel: **07887 955778**
Email: david@benchmarkpr.co.uk

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PRODUCTION & DESIGN
Distinctive Media Group Ltd, 3rd Floor, Tru Knit House,
9-11 Carlisle Square Newcastle Upon Tyne NE1 6UF
Tel: **0191 5805990**
Email: production@distinctivegroup.co.uk
www.distinctivegroup.co.uk

ADVERTISING
Contact: **Liz Hughes**
Business Development Manager, Distinctive Media Group Ltd
Tel: **0191 5805467**
Email: liz.hughes@distinctivegroup.co.uk
Distinctive Media Group Ltd, 3rd Floor, Tru Knit House,
9-11 Carlisle Square Newcastle Upon Tyne NE1 6UF

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