



business. Convenient parking availability is also an important issue we will seek to address.

We will continue to work together to create a clean, safe, attractive shopping experience that is accessible to pedestrians of all ages and capabilities. We will create conditions that seek to increase footfall in the area and that make shoppers want to remain there longer and return more frequently.

What will make a difference in 2011-14?

- Creating a safer, more accessible and attractive shopping experience for pedestrians through de-cluttering and improving public spaces
- Identifying and providing more areas for people to relax in the city centre
- Raise awareness of all parking locations and prices

5. Improving the balance between residents and visitors

Our city centre is unique in that the 24,000 residents are joined by an estimated 250,000 people each weekend attracted to its facilities. In addition, millions of domestic and international tourists visit each year to explore the wonderful heritage. This constant influx means that a balance has to be struck between the resident and the visitor.

We understand that people visit the area to enjoy its

shops, pubs, clubs and many cultural and historical attractions. This can contribute to some of the problems that most affect local residents, such as increased litter and anti-social behaviour associated with late night drinking.

Achieving this balance underpins a lot of what the Partnership seeks to do and covers a variety of issues such as making the area more family friendly to seeking more affordable family accommodation.

What will make a difference in 2011-14?

- Continue to find effective partnership ways to minimise the negative effects of the night-time economy
- Make the city centre a better place for families in the evening
- Make it easier for people to walk or cycle in and around the city centre

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"The City Centre Neighbourhood Partnership is committed to advancing equality of opportunity; eliminating discrimination and fostering good relations."



HAPPY TO TRANSLATE

ترجمہ کے لئے ہمارے سہولت کاروں کی ترجمہ
MOŻEMY PRZETŁUMACZYĆ
आपका प्रश्न सुलभ बनाने

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City Centre Neighbourhood Partnership

Local Community Plan 2011 to 2014

CITY CENTRE

NEIGHBOURHOOD
PARTNERSHIP



Designed by The City of Edinburgh Council Corporate Services 02/16/DW/October 2011



Welcome to the City Centre Neighbourhood Partnership Local Community Plan 2011-14. This plan highlights the priorities you identified for the city centre and sets out what we intend to achieve by 2014.

The Partnership comprises organisations and local residents working together to identify priorities and plan initiatives that improve the quality of life for all who live, work, study or visit our area.

Over the past three years we have gathered the views of around 2,500 people. Residents, businesses, workers and visitors have provided valuable opinions from a variety of perspectives. From this, the Partnership has established a shared vision for the area and identified a series of locally based actions that can be delivered by organisations and communities working together.

1. Improving cleanliness

Our city centre is breathtakingly beautiful and attracts residents, businesses and visitors in increasing numbers. This results in large quantities of litter and waste from both individuals and businesses that, when not managed properly, has a detrimental effect on the area. Improved cleanliness depends on everyone disposing of their litter and waste responsibly, alongside well-managed services. Increasing the amount we recycle is an essential part of modernising waste collection.

Improving cleanliness covers not only litter in public areas but also reducing graffiti and fly-posting as these have negative visual impacts on people's everyday experience of the area. We will keep developing approaches that clean the city centre effectively with an increasing emphasis on addressing the sources of litter.

What will make a difference in 2011-14?

- Identify, trial and evaluate effective ways to

- increase cleanliness throughout the city centre
- Provide additional recycling facilities
- Involve more local people in identifying problem areas and participating in area clean ups

2. Improving community safety

Our city centre is a safe place. However, the fear of crime continues to influence people's perceptions of personal safety. Our approach to joint working with the Police has proven to be effective in reducing the incidence of crime. In addition we are addressing the factors that influence an individual's perception of crime including alcohol and drug related anti-social behaviour.

Safer Neighbourhood Teams bring together partner resources to target issues identified by the local community. Action plans are developed to effectively resolve these and the results are then reported back.



What will make a difference in 2011-14?

- Improve joint working with Lothian and Borders Police, local communities and other service providers to identify and resolve neighbourhood issues that require a targeted response
- Develop approaches to minimise the effects of the night time economy on local residents
- Work with the NHS to promote responsible drinking messages in the city centre

3. Improving roads, footways and public spaces

Our city centre can provide an excellent pedestrian experience with well maintained footways, roads and quality public spaces. Improvements to enhance their accessibility and attractiveness benefits residents, visitors and helps support the local retail and business environment by enticing more people to visit the area.

Enhancing these can take a number of different forms from environmental improvement projects to working with partners to de-clutter public areas and footways and help develop local improvement plans.

What will make a difference in 2011-14?

- Continue working with local traders to reduce on-street sale of goods
- Working with local stakeholders to identify and prioritise areas for improvement works
- Identifying options for increased bicycle parking provision

4. Improving the shopping and pedestrian experience

Successful retail areas are vital to the local economy and provide a valuable source of employment. It is important that areas such as Princes Street, George Street, Royal Mile, West End, New Town, West Port, Grassmarket, Tollcross and Abbeyhill remain vibrant local centres and provide quality environments that continue to make people want to shop there.

We know you would like to see a greater variety of shops in the area that offer consumers a more diverse variety of goods and services. We will seek to minimise the number of empty retail units and their poor visual impact and maximise the potential for attracting new