

Post title: Leith Walk and West End Business Coordinator

Salary scale: Circa £30,000

This can be offered as a fixed term contract for 2 years or could also be offered on a consultancy basis.

Purpose of the post:

The Leith Walk and West End areas are well established local shopping areas located adjacent to Edinburgh City Centre. An experienced Business Coordinator or similar professional is required with the vision, competence and drive to work closely with a wide range of stakeholders to progress the development of these local centres so that they are fully recognised for their quality, vibrancy and their independent retail offer. The Business Coordinator will be the primary contact for the business community and other stakeholders with regard to local centre issues.

The postholder will:

- Work alongside the local traders; the Council; Chamber of Commerce and other stakeholders to establish and deliver the vision for the local centres.
- Act as the main advocate and champion for the local centres
- Attract new investment.
- Secure high operational standards

Duties and responsibilities:

To act as the main advocate for the Leith Walk and West End in discussions between the Council, local traders, the wider business community and other stakeholders in order to develop a consensus regarding the vision for each town centre and its practical implementation.

To be the primary point of contact and communication for the business community and other local centre stakeholders on local centre matters.

To ensure effective partnership mechanisms so that all sectors involved in the Leith walk and West End areas have the ability to participate in strategic, and where appropriate, operational decision making.

To ensure that all consultation procedures related to appropriate local centre matters are effectively delivered.

To identify and secure funding and other resources from public and private sectors targeted toward agreed local centre priority projects.

To develop existing agreed quantitative and qualitative standards for quality of life issues including the physical appearance of the local centres; cleanliness, access, safety and security and public realm.

Following established procedures to assess the support for a Business Improvement District in each area and setting these up.

Work with partners and the Traders to improve the retail, business and physical environment. This will include working with the council and partners:

- On the development of a creative maintenance strategy for the town centre. This will include addressing issues of graffiti, fly posting and litter policy;
- To bring about the upgrading of street and directional signage as appropriate, to an attractive corporate themed standard;
- To develop flower beds within the pavement areas to enhance the visual attraction of the area and hanging baskets from retail premises.
- To Identify all gap sites to be screened off and how these can be visually improved.
- To work with local school leaders on the promotion of respect for the community.
- To liaise with the police on crime prevention issues.

Implement a number of marketing, promotional and business support initiatives. This will include:

- An interface on tourism, marketing, promotional and branding developments/opportunities for Leith Walk and West End.
- A Leith Walk and West End publication to be produced extolling the virtues and facilities in the areas and made available at tourist centres.
- Historical and Themed walking tours.

The development of Festivals activity and the sourcing of Edinburgh Fringe Festival venues.

- One key strategic location in each area (to be agreed by the Traders) to be used as a focus point for visitors (.).
- Loyalty Card schemes. (i) Business to Business and (ii) Business to Customers.
- Regular street markets highlighting the cosmopolitan nature of the local areas.
- Strong Media involvement with regular “good news” stories.

Stimulate sponsorship and external stakeholder involvement. This will include:

- Involving local business leaders and entrepreneurs so as to encourage greater participation and investment in the Leith Walk and the West End.
- Engage with local community groups to understand needs from the local business community.
- Interface with other external stakeholders such as the Edinburgh Chamber of Commerce, Federation of Small Businesses, the City of Edinburgh Council, tie Limited, Scottish Water, Scottish Power, etc.

Look at developing future plans including developing proposals for a Business Improvement District. This will include:

- Identifying potential partners/funding/investment channels
- Liaising role with TIE and other stakeholders to maximise the benefits from the introduction of the Tram.
- Representing Traders' Association on appropriate for a
- Liaising role with utilities works and other construction developments.
- Establishing a steering group/task group to explore the potential of a BID in each area.
- Consulting with businesses; identify the geographical area to be covered, the issues to be addressed and projects to be included in the business plan.
- Setting out delivery mechanisms, performance indicators, and governance and management structures.
- Other duties as appropriate.