

Planning Committee

10am Thursday 8 August 2013

Finalised Royal Mile Action Plan

Item number

Report number

Wards

City Centre

Links

Coalition pledges

P31, P40, P44, P51,

Council outcomes

CO17, CO19, CO21, CO23

Single Outcome Agreement

SO1, SO2, SO4

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Executive summary

Finalised Royal Mile Action Plan

Summary

This report seeks Committee approval for the finalised Royal Mile Action Plan. This plan is based on the outcomes of the Royal Mile Charrette which took place in January 2012 and of an extensive community consultation carried out from 2 April to 17 May 2013.

The plan divides the Royal Mile into six zones, sets out the issues identified in each one, and proposes a series of specific actions to address these.

Recommendations

It is recommended that Committee approves the finalised Royal Mile Action Plan as a document for guiding the delivery of improvements to the Royal Mile.

Measures of success

The plan seeks to achieve four key outcomes:

1. an improved people experience along the street;
2. a safe, clean and well maintained environment;
3. a positive residential environment; and
4. an improved, more diverse, retail offer.

The four outcomes are the measures of success. They will be monitored by assessing retail, footfall and traffic information against baseline data. There will also be an annual monitoring meeting with stakeholders.

Financial impact

A number of the projects identified within the Action Plan have some medium to long term financial implications. Public realm proposals for Castlehill are currently being delivered through existing capital budgets. Other public realm proposals will need to be funded through future capital budgets. The relevant proposals are detailed in the Plan.

Equalities impact

The Equalities Panel was consulted on the Draft Action Plan and the Panel's views have been taken into account in the finalised version.

Sustainability impact

The action plan will deliver improvements to the Royal Mile for the benefit of all users both now and in the future. In terms of sustainability it would have beneficial impacts from social, economic and environmental perspectives.

Consultation and engagement

The draft plan underwent comprehensive consultation in the form of stakeholder meetings and workshops; a community engagement day; workshops with local schools and an online survey.

The process demonstrated widespread support for the four key outcomes and proposed actions, as well as identifying a number of additional actions which have been incorporated into the finalised Plan.

The ongoing development of a Royal Mile Charter will reinforce the commitment of all parties to work together to deliver the Royal Mile Action Plan.

Background reading / external references

1. Royal Mile Charrette – Summary and Outcomes, January 2012.
2. City Centre Southern Arc Area Development Framework, March 2012

Finalised Royal Mile Action Plan

1. Background

- 1.1 The Royal Mile Project was initiated to help the street live up to its role as one of the most important streets in Edinburgh and, arguably, the most iconic street in the nation. The project ties into one of the strands of the Southern Arc Area Development Framework.
- 1.2 It was recognised from the outset that a wide range of stakeholders would have to be involved and the solutions would not be confined to those matters within the Council's control and a broader, partnership approach was required.
- 1.3 Following a programme of data gathering to identify the key issues, major stakeholders attended a charrette (an intensive collaborative workshop) in January 2012. The discussion generated a large number of proposals and it was agreed that the Council would develop these into an action plan for the whole street.
- 1.4 The charrette also identified three early actions to be taken forward that would develop confidence in the project and set the framework for future improvements. These were:
 - the appointment of a Royal Mile Manager
 - a Royal Mile Spring Clean
 - the creation of a Royal Mile Charter
- 1.5 The Council appointed a Royal Mile Manager in April 2012, and the post was dedicated specifically to the Royal Mile for 12 months. During this period the Royal Mile Manager supported the creation of a Royal Mile Business Association as the ongoing delivery group for communication and collaboration of businesses with each other, with other users of the street, and with the Council.
- 1.6 Support to the Royal Mile will now come from the Town Centres activity and will be expanded to focus on delivery of the Edinburgh 2020 Tourism Strategy. This will include projects to drive tourism footfall to the Royal Mile, as well as the supporting the additional city-wide tourism offering, and will tie in with the finalised Royal Mile Action Plan.
- 1.7 Spring Cleans were co-ordinated by the Council in March 2012 and March 2013, and involved local community members.
- 1.8 The development of a Royal Mile Charter will be led by the community and it will be developed following formal agreement of the Action Plan.

- 1.9 In parallel with taking forward the three 'early' actions the Council set up a steering group of officials from a number of departments to develop the action plan. This will ensure that the project results in clear action and lasting improvements for the street.
- 1.10 The Draft Royal Mile Action Plan was approved for consultation on 28 February 2013.

2. Main report

Consultation

- 2.1 Following discussions with local community representatives, a programme for consultation was agreed. This consisted of:
- *Workshops*
A series of workshops focussing on the six zones: the main focus of the consultation.
 - *Exhibitions*
At the City Chambers, Edinburgh Museum and Central Library.
 - *Community engagement day*
At the Canongate Venture, including activities such as mind mapping and reminiscences of the area.
 - *Street art project*
In collaboration with local children and artists a Royal Mile mural was created on the designated graffiti hoardings around the Caltongate development site.
 - *Online survey*
Detailed questions gauging support for the proposed actions.
- 2.2 Discussion at the workshops emphasised the important role that all stakeholders can play in developing and delivering achievable outcomes to help improve each section of the street and also the street as a whole.
- 2.3 The range of stakeholders engaged included residents; businesses, retailers and tourist attractions; school children; and amenity groups. Views were also gathered through written submissions.
- 2.4 The consultation received good levels of engagement:
- workshop and community day attendees: approximately 100
 - online survey responses: 127
 - letters of representation: 26

Outcomes

2.5 The process demonstrated widespread support for the four key outcomes and proposed actions, as well as identifying a number of additional actions which have been incorporated into the finalised action plan.

2.6 The key themes running through the consultation responses are set out below:

Traffic/pedestrian conflict

2.7 There was significant support for the traffic management options proposed. Two of these have been amended in response to the consultation:

1. limiting traffic at the Lawnmarket

There were a range of views on how this would best be achieved. As a result the finalised action will take forward a temporary pilot which will increase pedestrian space but not prevent through traffic.

2. traffic calming at Canongate

In addition to strong support for the proposed traffic calming measures at the Canongate Kirk, there was a widely held view that the measures should be extended up as far as the St Mary Street junction. The action has been expanded to assess the potential for a second phase of traffic calming.

2.8 In addition to the support for the proposals to review the North/South Bridges and Canongate/Holyrood junctions, two other junctions (Castlehill/Lawnmarket/Johnston Terrace and St Mary's Street/Jeffrey Street) were identified as requiring attention to improve movement for both pedestrians and vehicles. New actions have been created to review the operation of these junctions.

Management

2.9 Throughout discussions on management issues there was universal acknowledgement that trade waste is a fundamental issue that needs to be tackled. Trade waste collections are arranged privately, which means that improvements will need to be developed and implemented collectively, with all commercial units on the street engaged with the process.

2.10 In light of the high priority given to this issue, the action proposing the stricter control of trade waste has been brought forward and includes a commitment to having proposals for discussion by the end of the year.

2.11 Two other management actions were initially identified as specific to a single zone and have now been extended to cover the whole street:

- a Winter Events Strategy with off peak events and promotions to attract more people to the street was initially targeted just at the High Street and Civic zones, and will now cover all zones.
- CEC attendance at local business and community organisation meetings initially focussed on Castlehill, as the location of the Castlehill Group. This

Retail

- 2.12 The consistent theme in discussions on retail related to the potential to improve the quality and range of retail offer to support a revitalised Royal Mile that caters for both residents and visitors. There was an aspiration to acknowledge the good things that are already there, and an aspiration for the Council to take control on this issue wherever possible.
- 2.13 There is no easy solution to the issues raised through the consultation process. In response to these issues, a single revised retail action has been identified: the development of a detailed Retail Marketing Strategy for the street. The Strategy will develop a co-ordinated approach to retail both on the Royal Mile and in its hinterlands. The aim will be to promote the street and support the variety of users whilst addressing the issues of concern that arose through the consultation.
- 2.14 The finalised Royal Mile Action Plan is attached as Appendix 1, and a summary of consultation responses is attached as Appendix 2.

Delivery

- 2.15 All the actions have been allocated short, medium or long term timeframes for delivery. Many actions will be lead by the Council, while others, such as the Royal Mile Charter will be led by the community. Successful delivery will be dependent on continued building of the partnership approach across all stakeholders.
- 2.16 Development and delivery of the actions will be co-ordinated by the steering group. The group will be responsible for costing schemes, identifying budgets and detailing proposals. **There is no budget in place at the moment so the next stage of the process will be to develop the means of delivering the action plan.** This will be particularly important for actions requiring public realm works and Traffic Regulation Orders.
- 2.17 A number of the actions have financial implications, and funding will need to be secured from Capital Budget in the coming years.

3. Recommendations

- 3.1 It is recommended that the Committee approves the finalised Royal Mile Action Plan as a foundation for delivering long term improvements to the Royal Mile.

Mark Turley

Director of Services for Communities

Links

Coalition pledges	<p>P31 Maintain our City's reputation as the cultural capital of the world by continuing to support and invest in our cultural infrastructure</p> <p>P40 Work with Edinburgh World Heritage Trust and other stakeholders to conserve the city's built heritage</p> <p>P44 Prioritise keeping our streets clean and attractive</p> <p>P51 Investigate the possible introduction of low emission zones</p>
Council outcomes	<p>CO17 Clean - Edinburgh's streets and open spaces are clean and free of litter and graffiti</p> <p>CO19 Attractive Places and Well Maintained – Edinburgh remains an attractive city through the development of high quality buildings and places and the delivery of high standards and maintenance of infrastructure and public realm</p> <p>CO21 Safe – Residents, visitors and businesses feel that Edinburgh is a safe city</p> <p>CO23 Well engaged and well informed – Communities and individuals are empowered and supported to improve local outcomes and foster a sense of community</p>
Single Outcome Agreement	<ol style="list-style-type: none">1. Edinburgh's economy delivers increased investment, jobs, and opportunities for all.2. Edinburgh's citizens experience improved health and wellbeing, with reduced inequalities in health.4. Edinburgh's communities are safer and have improved physical and social fabric.
Appendices *	<p>Appendix 1: Finalised Royal Mile Action Plan</p> <p>Appendix 2: Summary of consultation responses</p>

APPENDIX 1

Finalised Royal Mile Action Plan

Contents

[NB changes to the draft Action Plan are in **bold red text**]

Part 1: Background and context

1. Understanding the Royal Mile
2. Background **to the project**
3. **Working in Partnership**

Part 2: Action Plan

4. **Purpose of the Action Plan**
5. **Section-by-section analysis**
6. Outcomes
7. Actions
8. Actions Summary Table
9. **Delivery**

PART 1: BACKGROUND AND CONTEXT

1. UNDERSTANDING THE ROYAL MILE

“This (the Royal Mile) is, perhaps the largest, longest, and finest street for buildings and number of inhabitants not in Britain only, but in the World.”

(Daniel Defoe, 1723, A Tour Through the Whole Island of Great Britain)

The Royal Mile is one of the most iconic streets in Scotland. It is a succession of spaces that form the main thoroughfare of the Old Town and is the centre of historic Edinburgh. It sits in the heart of the Old Town as an integral part of the World Heritage Site and is Scotland’s High Street. At the east end sits the Palace of Holyroodhouse and at its west end Edinburgh Castle. Between these two landmarks, spanning an old Scottish mile, are a large variety of buildings, a legacy of the street’s heritage as a place to live and work and also as a centre of power.

It is home to an exceptionally wide variety of people, uses and functions. This great mix helps to make the street a wonderful and unique place, but it also means that conflicts can arise between the different needs of the different users. Over the last few decades the street has become increasingly valued as a tourist attraction. However, the changes in retail profile and increasing awareness of issues associated with motor vehicles, among other things, have raised concerns about the quality of space, leading to suggestions that the Royal Mile is failing to achieve its potential as an important street for Scotland. It is a working street as well as a home, which raises the question of how to balance what makes the street attractive and fulfils the needs of the visitor with the needs of those working, living and using the street on a daily basis.

Beyond the functional purpose of permitting people to get from place to place and to gain access to property, the best streets should help bring people together, build a sense of community, and cause people to interact and to achieve together what they cannot achieve alone. A street is not just a passageway between two points but also an instrument that provides an endless number of services to support the vitality of the spaces in-between.

The vision for the Royal Mile **is** to design a place that creates and leaves a positive and everlasting impression on all those who use it; to be the world’s best cultural living street. **This aligns with the Scottish Government aspiration to deliver successful places: places that encourage people to connect with one another, creating communities where there is a high level of positive activity and interaction, and which are safe, socially stable and resilient.**

2. BACKGROUND TO THE PROJECT

In 2011, the Council initiated a project to deliver improvements in the day-to-day workings of the Royal Mile; to collectively identify improvements to the street, how it is used and managed, how the traffic flows and how the residents and business use it. At the beginning of 2012, a charrette was held. The purpose of this charrette was to focus on the wide range of issues affecting the Royal Mile and to identify actions required to help unlock the potential of the street for all its users. Through the charrette three early actions were identified as being essential to build confidence in the project and set the framework for improvements:

1. the appointment of a Royal Mile Co-ordinator;
2. a Royal Mile Spring Clean; and
3. the creation of a Royal Mile Charter.

These actions were taken forward immediately: A Royal Mile Co-ordinator was appointed in April 2012 and was in position until May 2013, Spring Cleans took place in March 2012 and again in April 2013 and the community-led Royal Mile Charter is under development pending approval of this Action Plan. It is anticipated that the Charter will be one of the key mechanisms for supporting delivery of the Plan.

3. WORKING IN PARTNERSHIP

The views of the Royal Mile community and stakeholders have informed every stage of the development of the Plan. The action points developed at the charrette formed the basis for developing the draft Action Plan, which then underwent assessment through a series of consultation workshops. These workshops brought together the relevant stakeholders for each section of the street to discuss the draft plan and the aims and objectives it set. Further responses were collected through an online survey and letters of representation, and all of these helped to shape the finalised plan, which takes into consideration the views of all those with a stake in the street.

PART 2: ACTION PLAN

4. PURPOSE OF THE ACTION PLAN

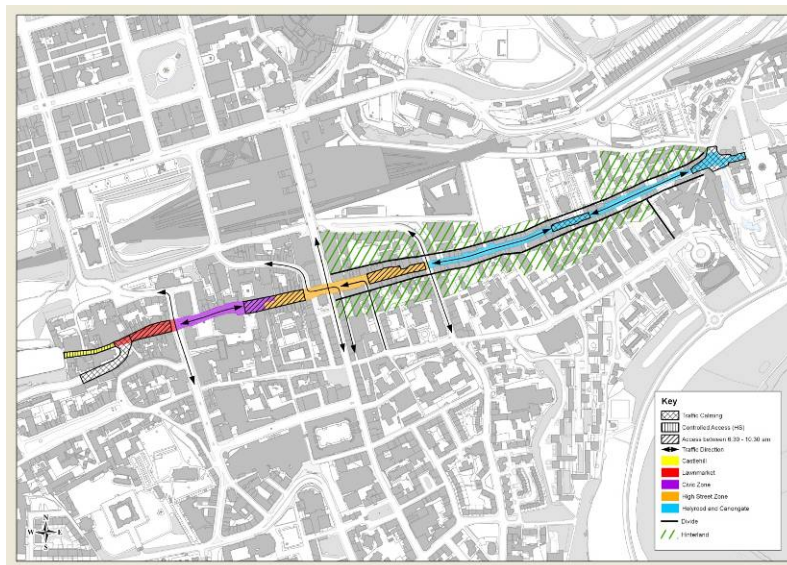
The Council is committed to ensuring that the Royal Mile project results in clear action and lasting improvements for the street. **Through the project the plan has been developed with an emphasis on the important contribution that residents, businesses and other stakeholders can make to the success of each section of the street, as well as the collective whole.**

The Action Plan should be seen as a tool for collaborative working with stakeholders as it sets out actions for the Council and its partners: responsibility for delivering the plan will be shared between the Council and various stakeholders.

The Royal Mile is much more than just one long street. Rather, it is a succession of different streets and spaces, with different heritage, different character and different associated issues; linked at the top and bottom by Edinburgh Castle and the Palace of Holyroodhouse. The Action Plan, therefore, divides the Royal Mile into six distinct zones. This allows for an investigation of the successes and failures within each section of the street and the identification of actions best suited to address the problems.

The zones are shown on the Royal Mile plan. They are:

1. Castlehill
2. Lawnmarket
3. Civic Zone (George IV Bridge to Anchor Close)
4. High Street Zone (Anchor Close to St Mary’s Street)
5. Canongate & Holyrood.
6. Closes and Hinterland



Unlike the other five zones, which have easily identifiable boundaries, the Closes and Hinterland of the Royal Mile is harder to define. In this study it is considered to be the area behind the facades. This area is considered to have considerable potential to contribute to the balance and future success of the Royal Mile, **particularly with regards to retail.**

5. SECTION-BY-SECTION ANALYSIS

The following table summarises the issues **that need to be addressed in each of the six zones, as identified by the charrette.**

	Public Realm/Traffic	Management	Retail	Other
Castlehill	<ul style="list-style-type: none"> - Poor maintenance. - Traffic/pedestrian conflict. - Poor/Inaccurate Signage 	<ul style="list-style-type: none"> - No issues 	<ul style="list-style-type: none"> - Predominantly consists of tourist attractions. 	Tourist zone
Lawnmarket	<ul style="list-style-type: none"> - Could give more space to pedestrians. - Pavements narrow and congested with pedestrians. 	<ul style="list-style-type: none"> - Poor maintenance of street 	<ul style="list-style-type: none"> - Tourist Shops - Clutter on pavements including A boards and baskets act as an additional obstacle to pedestrians/ movement. 	Tourist zone
Civic Zone	<ul style="list-style-type: none"> - Performs well 	<ul style="list-style-type: none"> - Trade waste build up in the mornings and evenings. - Night-time economy – environmental nuisance. - Requires winter strategy for footfall to support winter economy 	<ul style="list-style-type: none"> - No issues 	Tourist zone
High Street Zone	<ul style="list-style-type: none"> - Traffic congestion on Royal Mile. - North Bridge Junction very poor/congested with traffic and pedestrians. (dangerous) - Taxi rank adds to congestion on road and pavement. 	<ul style="list-style-type: none"> - Trade Waste Bins/Rubbish build up at certain points of the day. Bags left lying. Seagulls pull them apart. - Homeless/people living rough intimidating. - Begging - Drug abuse - Night-time economy – 	<ul style="list-style-type: none"> - Mix of cafes and bars and shops. 	Tourist zone

	<ul style="list-style-type: none"> - 35 bus route. - Hotel/Tours drop off and pick up. - Deliveries. - Tourist bus route. 	<ul style="list-style-type: none"> environmental nuisance. - Requires winter strategy for footfall to support winter economy 		
Canongate & Holyrood	<ul style="list-style-type: none"> - No space for children to play. - Roundabout at Parliament a problem. - Traffic moves too fast. - Traffic corridor/route detrimental to character of street. - Pavements too narrow. - Not pedestrian friendly - Poor quality of road surface compared to rest of street. - Poor signage - Volume of buses - Delivery issues for local businesses - Inadequate street lighting – unwelcoming during winter months. 	<ul style="list-style-type: none"> - Baskets blocking pavements and building being used to hang goods from. - Street lighting needs to be more welcoming. - Night-time economy – environmental nuisance. - Require strategy to drive footfall to the area year round. 	<ul style="list-style-type: none"> - Not enough for locals. - Poor variety of retail offer. 	Residential Population but retailers need to attract more tourists to stay economically viable year round.
Closes & Hinterland	<ul style="list-style-type: none"> - Insufficient shops, open spaces, community facilities etc. - Closes unsafe/unusable. - Poor lighting in the closes. - Existing shops closing/vacant units 	<ul style="list-style-type: none"> - People sleeping rough in closes. - Drug and drink abuse - Anti-social behaviour. 	<ul style="list-style-type: none"> - A Boards in the High Street advertising hinterland retailers 	Hidden Gems

6. DESIRED OUTCOMES

This Action Plan seeks to **address the issues facing the street** through four key outcomes, which apply to the Royal Mile as a whole. These are:

1. An improved people experience along the street

We will seek a better balance between people and vehicles to favour people. It does not mean a complete pedestrianisation of the street but an improvement of the built environment to create a more people friendly street. Pedestrians and cyclists should be given greater priority through the actions set out below and access to all parts of the street will be maintained.

2. A safe, clean and well maintained environment

We will seek effective management of the street to ensure it is clean and well maintained. It is important that everyone feels safe and comfortable when using the street.

3. A positive residential environment

We will address the needs of the residents to ensure that the Royal Mile continues to be a successful living street whilst looking after those who use it on a daily basis.

4. An improved, more diverse, retail offer

The balance, diversity and quality of the retail offer along the street is something that affects residents and visitors alike. We will seek to promote a more diverse range of retail that enhances the overall experience of the Royal Mile and caters for all users.

These outcomes received strong support during the consultation process. They are also supported by the 2013 Scottish Government policy statement on Architecture and Place, 'Creating Places', which describes 'places' as "the environment in which we live; the people that inhabit these spaces; and the quality of life that comes from the interaction of people and their surroundings". It identifies six qualities of successful places:

- Distinctive;
- Safe and pleasant;
- Easy to move around;
- Welcoming
- Adaptable; and
- Resource efficient

The four key outcomes will ensure the Royal Mile maximises its potential to become - and continue to be - a successful living street.

7. ACTIONS

To achieve these outcomes the Action Plan sets out actions that the Council can itself deliver or help others to deliver. These actions are targeted at each of the six zones. **To allow for realistic planning and budgeting, each action has been allocated an indicative delivery timescale of 'short term' (0-12 months), 'medium term' (1-2 years), or 'long term' (3-5 years).**

	PUBLIC REALM/TRAFFIC ACTIONS	INDICATIVE TIMESCALES
Castlehill	PR1 (a) Change the relationship between traffic and pedestrians: favour pedestrian priority by restricting access at the foot of Castlehill whilst retaining good access for those with mobility issues.	Short-term
	PR2 Relocate bus/coach parking for the Castle to Johnston Terrace.	Short-term
	PR3 Improve the quality of the surfaces (project began October 2012)	Medium-term
Lawnmarket	PR1(b) Change the relationship between traffic and pedestrians: widen pavements. Undertake a 1 year trial to assess impact on traffic/pedestrian movement.	Short/medium-term
	PR4(a) Junction improvements: Review operation of junction at Castlehill/Lawnmarket/ Johnston Terrace.	Medium-term
Civic Zone	- No Action	-
High Street Zone	PR1(c) Change the relationship between traffic and pedestrians: create a pedestrian, cyclist and bus* zone between Niddry Street and St Mary's Street with traffic access hours (6.30-10.30am). Undertake a 1 year trial to assess impact on traffic/pedestrian movement.	Short-term
	PR4(b) Junction improvements: Address the congestion at North Bridge junction - Short-term: improve the experience for pedestrians by addressing the timings of the traffic signals and considering the opportunities for reinforcing the diagonal pedestrian crossing.	Short-term
	PR4(c) Junction improvements: Address the congestion at North Bridge junction - Long-term: look at the possibility of moving the traffic lights further back from the junction to reduce pedestrian congestion and increase safety around the Tron Kirk.	Long-term
	PR4(d) Junction improvements: Review operation of junction at St Mary's Street/Jeffrey Street	Long-term
	PR5 Investigate the possibility of making the area a Low Emissions Zone.	Long-term

		<i>*Bus means local service bus and open top tour buses. It does not include tour coaches or other types of buses.</i>	
Canongate & Holyrood	PR1(d)	Change the relationship between traffic and pedestrians: introduce traffic calming measure at the Canongate Kirk and museums by creation of a single level shared surface. Assess the potential for a second phase of traffic calming in other parts of the Canongate.	Short-term
	PR4(e)	Junction improvements: Investigate potential for traffic calming/pedestrian priority at Holyrood/Parliament junction.	Long-term
	PR6	Investigate the possibility of changing the 35 bus from double deck to single deck, increasing frequency of service.	Short-term
	PR5	Investigate possibility of making the area a Low Emissions Zone.	Long-term
	PR7	Investigate potential to re-route one of the tourist buses from the Royal Mile to Holyrood Road.	Medium-term
	PR8	Reduce traffic speed to 20 miles per hour.	Short-term
	PR9	Review on-street parking (except residents parking).	Short-term
	PR1(e)	Change the relationship between traffic and pedestrians: widen pavements.	Long-term
	PR10	Investigate the long-term possibility of resurfacing the street with setts.	Long-term
	PR11	Investigate and review cycle parking provision in the area and identify potential new locations where appropriate.	Short-term
Closes & Hinterland	PR12	In conjunction with other stakeholders develop projects to improve the closes.	Short/medium/long-term

	MANAGEMENT ACTIONS		INDICATIVE TIMESCALES
Castlehill	M1	Regular representation from CEC at local business and community organisation meetings to maintain contact with all stakeholders.	Short-term
	M2	Review procedures for day-to-day management issues, e.g. graffiti, bent signs, stickers, etc.	Short-term
	M3	Winter Strategy for off-peak events/promotions to attract people to area.	Medium-term
Lawnmarket	M1	Regular representation from CEC at local business and community organisation meetings to maintain contact with all stakeholders.	Short-term
	M4	Stricter controls on all street clutter, consistency of regulation both in terms of regular checks and equal treatment.	Medium-term
	M2	Review procedures for day-to-day management issues, e.g. graffiti, bent signs, stickers, etc.	Short-term
	M3	Winter Strategy for off-peak events/promotions to attract people to area.	Medium-term
Civic Zone	M1	Regular representation from CEC at local business and community organisation meetings to maintain contact with all stakeholders.	Short-term
	M5	Investigate range of options for improving the management and presentation of trade waste to minimise containers and bags being left on the street and in closes. Options paper to be prepared by end 2013.	Short/medium-term
	M3	Winter Strategy for off-peak events/promotions to attract people to area	Medium-term
	M2	Review procedures for day-to-day management issues, e.g. graffiti, bent signs, stickers, etc.	Short-term
	M6	Address Walking Tour Boards, identify a solution and reduce street clutter.	Short/medium-term
High Street Zone	M5	Investigate range of options for improving the management and presentation of trade waste to minimise containers and bags being left on the street and in closes. Options paper to be prepared by end 2013.	Short/medium-term

	M4	Stricter controls on all street clutter, consistency of regulation both in terms of regular checks and equal treatment.	Medium-term
	M7	Liaise with police and relevant bodies to manage anti-social behaviour	Short-term
	M3	Winter Strategy for off-peak events/promotions to attract people to area.	Medium-term
	M2	Review procedures for day-to-day management issues, e.g. graffiti, bent signs, stickers, etc.	Short-term
	M1	Regular representation from CEC at local business and community organisation meetings to maintain contact with all stakeholders.	Short-term
	M6	Address Walking Tour Boards, identify a solution and reduce street clutter.	Short/medium - term
Canongate & Holyrood	M4	Stricter controls on all street clutter, consistency of regulation both in terms of regular checks and equal treatment. Includes hanging items.	Medium-term
	M8	Work with Canongate Holyrood Initiative and support activity in area.	Short-term
	M9	Work with Artisan Real Estate to promote activity in the area in relation to the New Street development.	Short-term
	M10	Investigate both seasonal and permanent lighting opportunities.	Short-term
	M11	Marketing and promotion activity to encourage footfall to the area.	Short/medium/long-term
	M2	Review procedures for day-to-day management issues, e.g. graffiti, bent signs, stickers, etc.	Short-term
	M3	Winter Strategy for off-peak events/promotions to attract people to area.	Medium-term
	M1	Regular representation from CEC at local business and community organisation meetings to maintain contact with all stakeholders.	Short-term
Closes & Hinterland	M7	Liaise with police and relevant bodies to manage anti-social behaviour	Short-term
	M2	Review procedures for day-to-day management issues, e.g. graffiti, bent signs, stickers, etc.	Short-term
	M5	Investigate range of options for improving the management and presentation of trade waste to minimise containers and bags being left on the street and in closes. Options paper to be prepared by end 2013.	Medium-term
	M1	Regular representation from CEC at local business and community organisation meetings to maintain contact with all stakeholders.	Short-term

	RETAIL ACTIONS	INDICATIVE TIMESCALES
Castlehill	R1 Produce a Retail Marketing Strategy for the street and its hinterland.*	Long- term
Lawnmarket	R1 Produce a Retail Marketing Strategy for the street and its hinterland.*	Long- term
Civic Zone	R1 Produce a Retail Marketing Strategy for the street and its hinterland.*	Long- term
High Street Zone	R1 Produce a Retail Marketing Strategy for the street and its hinterland.*	Long- term
Canongate & Holyrood	R1 Produce a Retail Marketing Strategy for the street and its hinterland.*	Long- term
Closes & Hinterland	R1 Produce a Retail Marketing Strategy for the street and its hinterland.*	Long- term

***The consultation raised a number of issues relating to retail, which need to be addressed through the Action Plan. The purpose of developing a Retail Marketing Strategy is to look in more detail at the various issues and develop a co-ordinated approach to retail both on the street and in the surrounding Hinterland. The aim will be to promote the street and support the variety of users whilst addressing the issues of concern that arose at the workshops and through the survey, such as the diversity of retail offer on the street, street clutter and the cost**

of renting premises on the street. The strategy will seek to educate people with regards to retail and encourage transparency of offer to help ensure that the profile of the Royal Mile as a place to shop is improved. There is no easy solution to the issues raised through the consultation process. However, the production of a Royal Mile Retail Marketing Strategy will represent a commitment to addressing the issues and improving the image of the street in line with the desired outcomes set out in section 6 of this Action Plan.

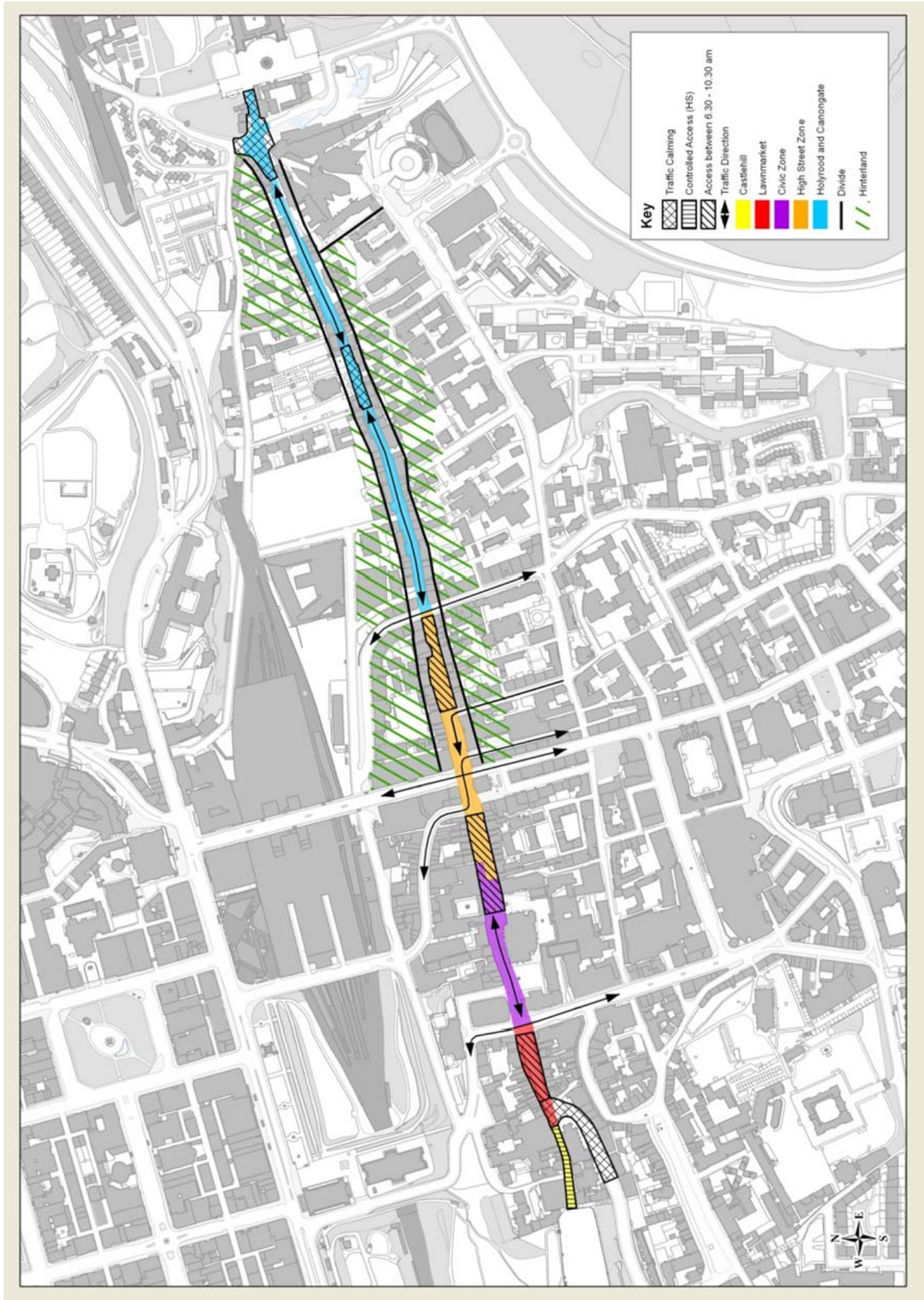
8. ROYAL MILE ACTIONS SUMMARY MATRIX

	PUBLIC REALM												MANAGEMENT											RETAIL	
	PR1	PR2	PR3	PR4	PR5	PR6	PR7	PR8	PR9	PR10	PR11	PR12	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	R1	
Castlehill	(a)																								
Lawnmarket	(b)			(a)																					
Civic Zone																									
High Street Zone	(c)			(b-d)																					
Canongate & Holyrood	(d-e)			(e)																					
Closes & Hinterlands																									

9. DELIVERY

Successful delivery of the actions will be dependent on continued building of the partnership approach across all stakeholders. **Development of the actions into detailed projects will be co-ordinated by a steering group of Council staff from across relevant departments, including Planning, Transport, Neighbourhood Management, and Economic Development. This group will be responsible for costing schemes, identifying budgets and detailing proposals.**

Baseline studies of the commercial, social and public economies will be an essential tool in measuring and monitoring the success of the Action Plan. Along with a series of mapping exercises these will be undertaken on a yearly basis to ensure that the actions can be monitored for the ongoing success of the street.



APPENDIX 2

Consultation analysis

Contents

1. Summary of key points
2. Online survey responses
3. Workshop and written responses

1. Summary of key points

Traffic	
Key points/comments	Response
There was significant appetite for more extensive traffic calming/pavement widening in the Canongate.	Action expended to assess potential for a second phase of traffic calming up to St Mary's Street.
Lawnmarket: Support for improving pedestrian movement, but a range of views on how this would best be achieved.	Action will take forward a temporary pilot which will increase pedestrian space but not prevent through traffic.
<p><i>Restricted access High Street Zone: buses, taxis and cycles only (no coaches)</i></p> <p>Coach operators are of the view that removing coaches from the Royal Mile would deter visitors from coming to the street.</p> <p>Other groups including residents, amenity groups and businesses of the view that the coaches cause undue congestion and do not provide the best means for visitors to view and visit the street.</p> <p>The online survey results are split quite evenly between these views, however discussions in the public workshops indicated that the predominant stakeholder view is that coach tours have a negative impact on congestion in the street and there should be no exemption for coaches.</p>	<p>During the restricted access period, coaches will not be able to access the High Street.</p> <p>Coaches will still be able to use the street during the open access hours of 6.30-10.30am.</p> <p>Outside those hours alternative means by which the coach tours can ensure their customers see the Royal Mile include</p> <ul style="list-style-type: none"> • dropping them off at the top of the street to walk down for collection at the bottom, • making arrangements for their customers with the open top tour busses.
Two additional junctions (Castlehill/Lawnmarket/ Johnston Terrace and St Mary's Street/Jeffrey Street) were identified as requiring attention to improve movement for both pedestrians and vehicles.	Noted. Actions added to review the operation of both junctions.

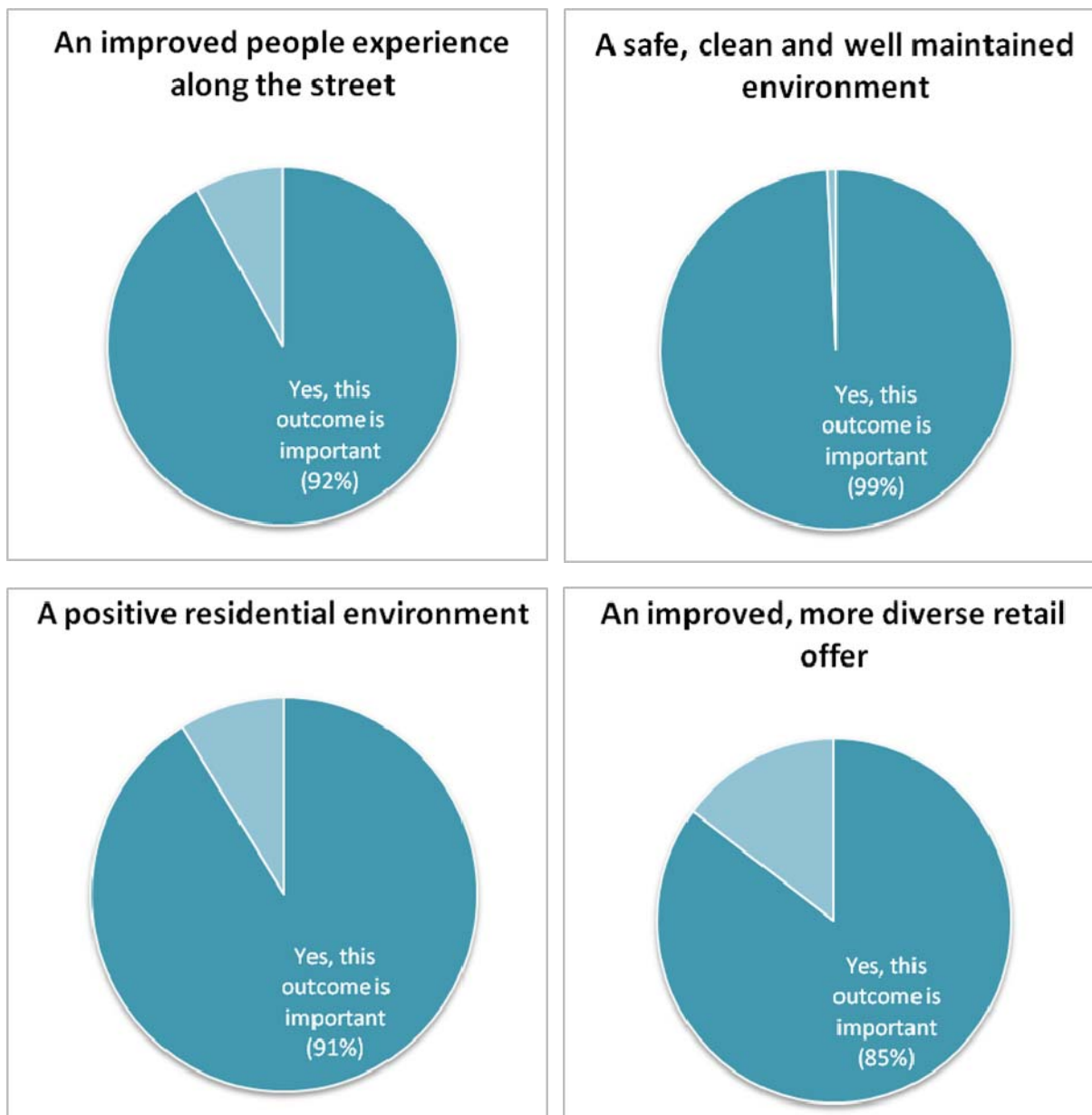
Management	
Key points/comments	Response
Trade waste is a big problem for the street. Acknowledgement that resolving the issue will require significant collaboration between businesses and leadership from the Council.	Agreed. Action brought forward and edited to include commitment to developing proposals for discussion by the end of 2013.
Goods on streets: businesses who attend the business association stick to the informal agreement on goods on street but other business do not. Lack of compliance creates non-level playing field for businesses on the Royal Mile and makes it even more difficult for businesses down closes to be seen/found. Need to find a way of making things consistent and fair	Noted. To be tackled as part of the Marketing Strategy.
Street clutter is a problem that needs to be balanced with a desire for increased litter bins, recycling, benches and signage.	Agreed
Signage to visitor attractions and to businesses down the closes is a serious/urgent issue to be addressed.	The Council is working on a city-wide strategy for signage, which will include the Royal Mile.
Desire for the closes to be cleaner, safer, better lit, and where there are existing businesses, better signposted. However reluctance to see closed ones opened up, and concern of potential for increased antisocial behaviour.	Noted.
Desire for winter and off-peak events strategy to cover whole street and not just High Street and Civic zones.	Noted – action revised to cover whole street.

Retail	
Key points/comments	Response
Street does not live up to its potential for a high quality and varied retail offer catering for both residents and visitors. Aspiration for the Council to find a way of forcing change.	Council has extremely limited enforcement powers in terms of type/variety of retail offer, though has already revised leases of CEC-owned units to guard against anti social retail practices. Revised single retail action to develop a detailed marketing Strategy for the Royal Mile and its hinterlands.

2. Online survey

Four key outcomes

The four key outcomes identified in the Action Plan all received strong support with 85% or more in favour. The highest rated was “a safe, clean and well maintained environment”. The outcomes covered the full range of existing and proposed actions.

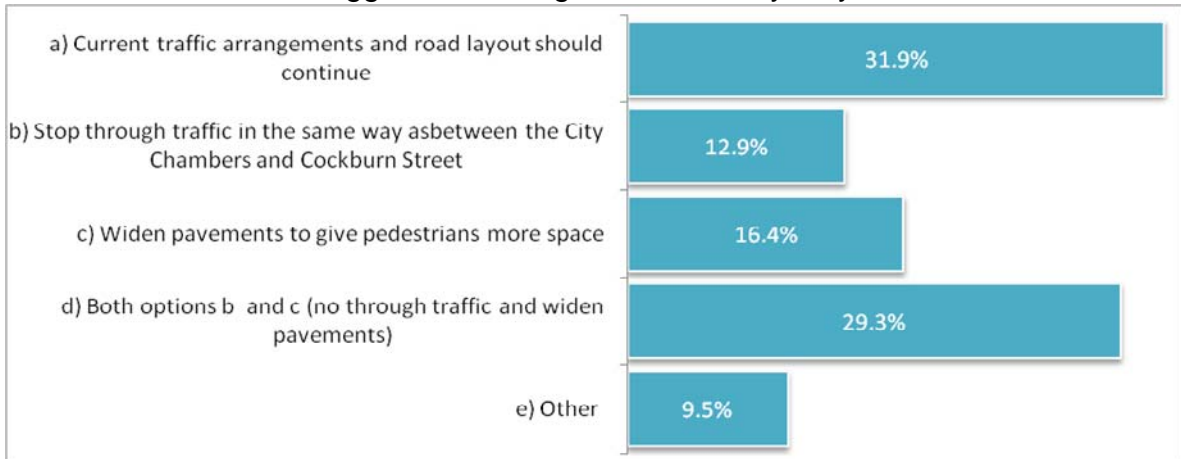


Theme 1: Traffic/Pedestrian Conflict

- Castlehill: 71% were in favour of the proposal to restrict vehicular access.



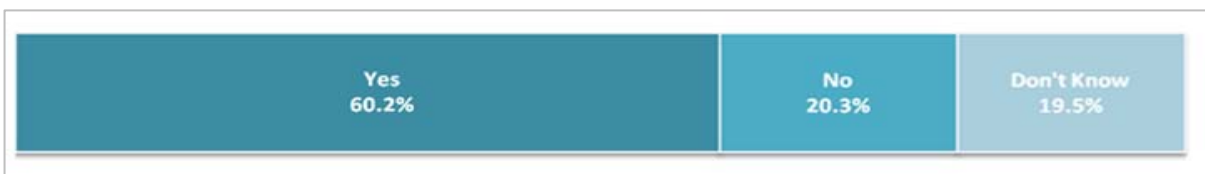
- Lawnmarket: 58.6% were in favour of some form of restrictions and/or pavement widening, but there was less consensus over how this should be achieved. A number of comments suggested making traffic one way only.



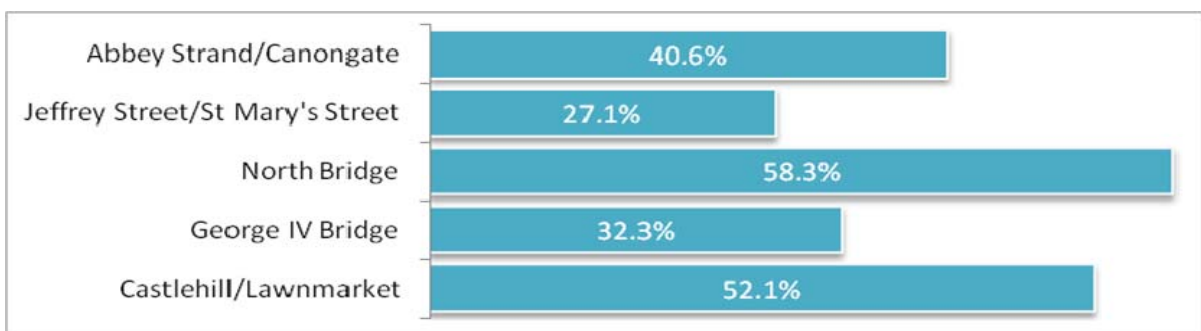
- High Street: Restricted traffic between Blackfriars and St Mary's Street was favoured marginally: the comments show that these results were skewed by comments in favour of retention of this as a through route for coach tours.



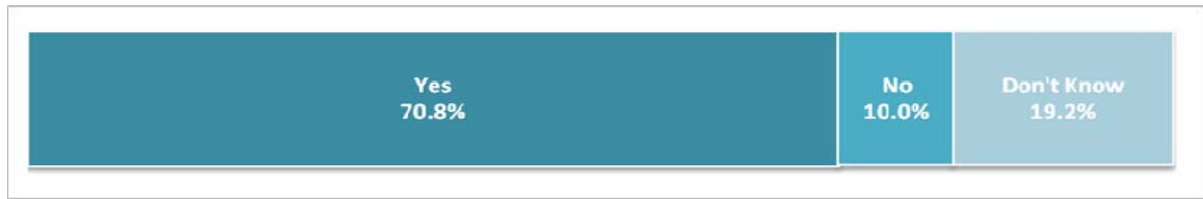
- Canongate Kirk: traffic calming supported by 60%. Comments indicate that the problem is worse in the evening and weekends, though not all respondents consider it to be a problem. Others noted that they would prefer complete pedestrianisation of the Royal Mile. Included in the 'No's was concern that it would push traffic elsewhere; further comments from supporters of coach tour access; and preferences for removing all parking spaces to reduce congestion.



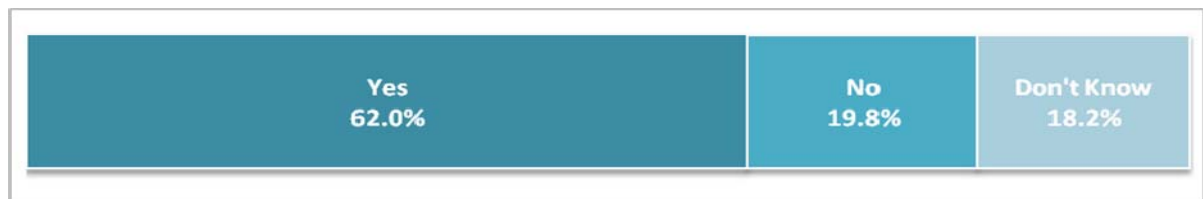
- Junctions: Castlehill and Holyrood junctions were identified as major problems for ease of crossing and safety, along with North Bridge and St Mary's Street.



- No.35 bus: consensus that it should remain on its existing route, though mixed views on the preferred size and frequency of service.

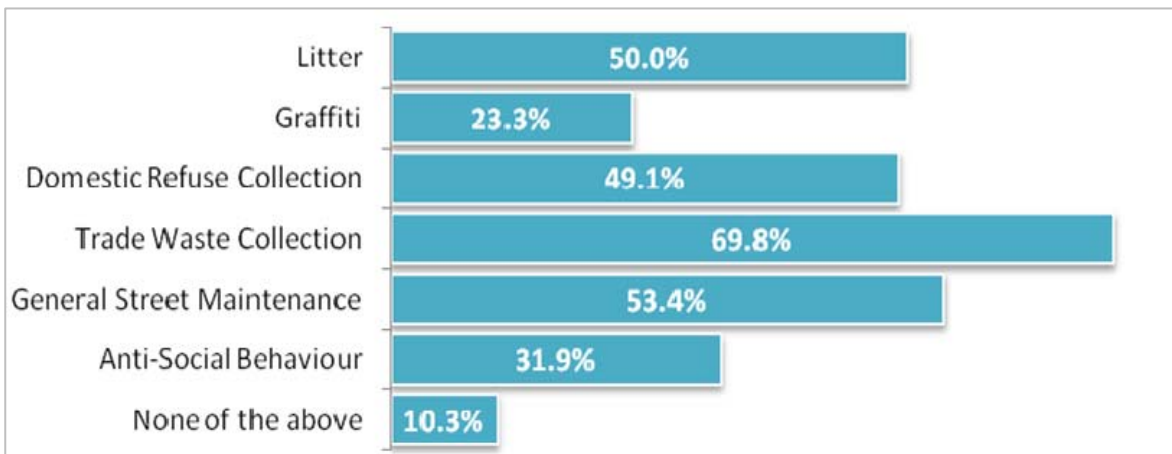


- Tourist buses: support for retaining tourist buses on their existing routes [note distinction between open-top ticketed tour buses and private touring coaches]. The comments show that coach companies want to continue to use this section of the Royal Mile but other users of the street do not want them to, suggesting an alternative of drop off and pick up points on suitable nearby locations. Other comments also noted that the street is best experienced through walking.

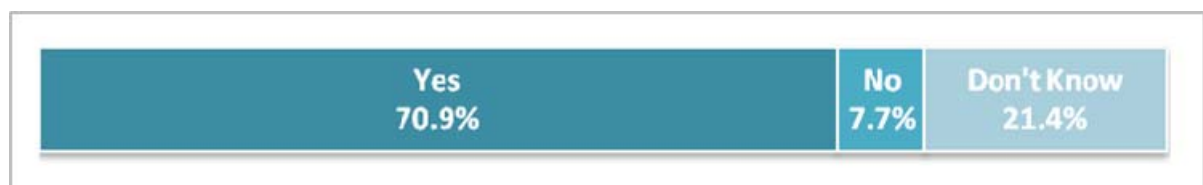


Theme 2: Management

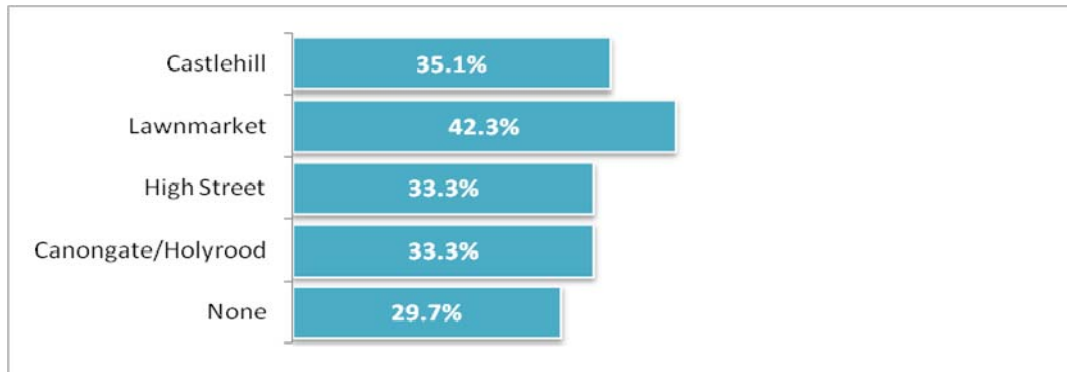
- All issues identified in the survey were seen as problems, but a key problem was seen to be waste related, with trade and domestic waste collection and litter being highly rated. General street maintenance and anti-social behaviour are also identified as issues.



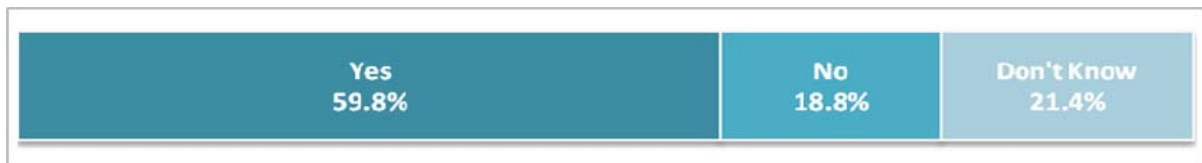
- Stricter controls on trade waste collection: 70% in support of this. Comments showed support for smaller windows for collection and more frequent collections, as well as acknowledgement that this will require collaboration and that siting of bins around the Royal Mile is difficult.



- Events: using new areas of the street for events is not seen as being particularly important. The area with the highest support for holding events is the Lawnmarket.



- Off peak Winter Strategy for events/promotions: 60% of respondents think this is important.



- Marketing: 65% said Canongate/Holyrood should be subject to marketing to encourage footfall.

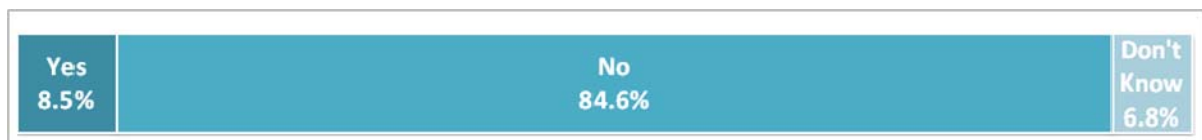


- Lighting: Extend the seasonal and permanent lighting to the Canongate – 63% in support.



Theme 3: Retail

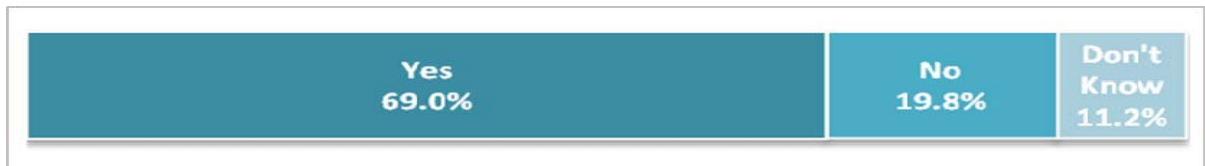
- Retail offer: 85% said the retail offer on the Royal Mile is not acceptable. Comments noted concerns about lack of quality and variety of offer. View that too much tourist focus and not enough that is useful to locals. Noted that nearby areas, e.g. Victoria Street have high quality and variety. Desire for Scottish products. Suggestion of finding ways to encourage & reward & attract 'good' retailers/ visitor attractions/ eateries, etc.



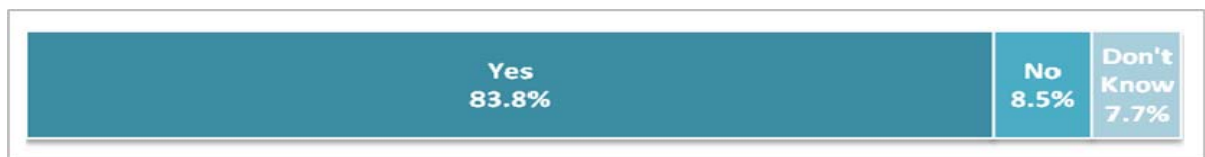
- Goods displayed on the street: 60% said Council should control the way shops display goods on the street. Comments indicated concern that voluntary agreement would not be effective.



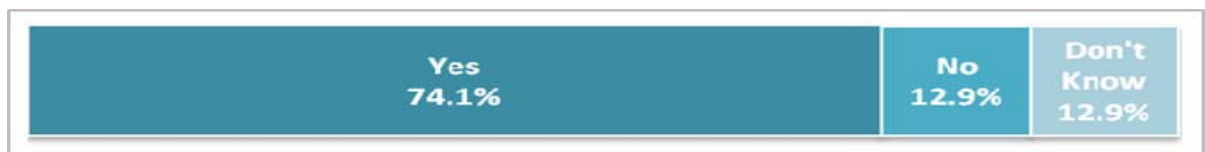
- A Boards: 69% in favour of retaining the A board ban, due to appearance and blocking pedestrians, particularly at the narrower parts of the street. However, concerns were raised about difficulties this creates for businesses down the closes – need to find ways of promoting themselves. Suggestions for hanging signs or other signage solutions. Noted that any action taken by the Council must be consistent.



- Council owned properties: 84% in favour of imposing stricter leases on Council owned properties. Primary concern was music 'blaring' out of shop fronts. Suggestion that there should be a policy/formula for the spread of shop types in Council-owned units.



- Closes and hinterland: 75% in favour of encouraging new uses, though comments included concerns about antisocial behaviour including disturbance from ghost tours and urinating/drunkenness. Range of views on whether closed closes should be opened up again, general support for better cleaning, maintenance and use of those which are already public.



- Directional signage: mixed views on whether the signage on the Royal Mile is satisfactory. Range of views including 'it's good to explore'; 'everyone has smart phones'; 'need to reduce not increase clutter'; 'need to improve signage for visitors'.



Other issues raised

- “The street should remain a living street and be allowed to breathe. Its not a museum.”
- “Consider having a strategy for the control of street traders on the Royal Mile - these really are a poor offering”
- “It's extremely important for locals to regain the Royal Mile as theirs and feel that it's a place that offers them great food, drinks, shopping experience, night out. It's far too touristy and isn't reaching its potential at all. If locals use the Royal Mile, this will give tourists a proper experience of Edinburgh.”
- “The presentation history of the Royal Mile has been sorely neglected”.

3. Workshops and letters of representation

The following is a list of comments made at the various workshops and via letters of representation.

Comments are grouped by area in line with the zones in the Action Plan. Within each area, comments are grouped into the three themes of:

- Traffic/pedestrian conflict;
- Management;
- Retail

1. CANONGATE & HOLYROOD

Theme 1: Traffic/pedestrian conflict

- Traffic

- Tourist coaches causing traffic congestion
- Low emissions zone should be explored.

- Pedestrianisation and walking experience

- Important to keep the No. 35 bus running for residents.
- Jeffrey Street crossing a problem, diagonal crossing should be promoted.
- The walking experience would be improved through the widening of pavements and removing bins.
- Proposed traffic calming measure is not enticing enough to attract people down Canongate
- The crossing in the parliament section is not safe.
- Vehicular access for residents must be maintained.
- Traffic should be slowed but not removed altogether.

- Cycling

- Should not reintroduce setts.

Theme 2: Management

- Waste

- Tourists, issue of not knowing where to put waste.
- Recycling waste (domestic) – lack of facilities
- Trade waste could be managed more effectively
- Domestic waste
- Litter

- Street Clutter

- Advertising boards on pavement – accessibility issue
- Directional signage to businesses down closes? Finger posts
- Enforce A-board ban

- Tartan Tat

- Poor quality of shops affecting wider environment
- Shopping (convenience stores, retail offer)

- Other

- Management
- Communication
- Anti social behaviour/beggars?

Theme 3: Retail

- Control of retail offer

- Encourage good shopfronts
- Music shouldn't be allowed

- Voluntary Agreements

- Those who attend Royal Mile Business Association stick to agreement, no one else does.
- Ban hooks on walls LBC

- Signage for Closes

- Standardised simple sign for all closes.
- Map showing retail units

- Additional uses down closes

- Residents don't want additional noise/tourists in "their space"
- Royal Mile Business Association want to put gates on closes to make them safer.
- Don't want to open gated closes

2. HIGH STREET AND CIVIC ZONE (GEORGE IV BRIDGE TO ST MARY'S ST)

Theme 1: Traffic/pedestrian conflict

- *Parking*

- Is public parking actually required?
- If parking is removed, pavements could be widened

- *Pavement seating*

- If pavements are broadened, pavement seating shouldn't be able to extend into additional space

- *Closure of St Mary's Street to Blackfriars*

- It's important to remain open for loading
- Physical barrier to traffic
- Less traffic the better, retain 35 bus but take off coaches.
- Open top buses for tourists attract people to the Royal Mile who will spend money.
- Also close taxi rank, bigger rank on Canongate
- Do not divert traffic down Niddry Street

- *Shared space*

- Bollards should be removed
- Safer for walking tours – pedestrianisation would be beneficial to area

- *Junction at Bridges*

- Crossing should be widened.

Theme 2: Management

- *Waste management*

- Use closes more creatively
- Feeling that the council can't work effectively with indirect businesses
- Would welcome consultation specifically for trade waste

- *Maintenance*

- Control of aggressive beggars
- Cigarette ends – fines should be enforced to encourage change in behaviour
- Need to take ownership of the street like other cities – look at other capital cities
- Royal Mile champions
- Graffiti
- Pavement quality

- *Street Clutter*

- A-boards should be allowed for businesses down closes
- Tables and chairs block entrances to closes

- *Signage for Closes*

- Adverts for businesses down closes would be an issue

Theme 3: Retail

- *Retail Offer*

- Local arts and crafts should be encouraged
- Permanent stalls outside St Giles – but should sell authentic Scottish products
- Keep stalls in one area
- Small local businesses should be encouraged through lower rates
- Stalls clutter the street

- *Signage*

- A-board ban has detrimental effect on business
- Shops down closes need signage to promote themselves
- Standardise signage
- Size of A-board should correspond to width of pavement

- *Closes*

- Decorate closes to make them more appealing

3. LAWNMARKET AND CASTLEHILL

Theme 1: Traffic/Pedestrian conflict

- *Pedestrian experience*

- Remove bollards
- Improve pedestrian environment
- Remove tat from pavements and issue will be solved
- Get rid of coaches it is acceptable to get tourists to walk to the castle.
- Pavements should be all one level
- Crossing needs to be addressed

- *Traffic*

- Ban right turn, but no other traffic restrictions
- Johnstone Terrace should be opened up for residents to improve accessibility
- Loading times should be enforced – traffic wardens need to be more strict /red lines
- The Lawnmarket section works as it is – no issue with congestion
- Although the section works, this is the opportunity to create something better
- No one should be able to park on the Lawnmarket

- Roundabout at the hub needs to be addressed

Theme 2: Management

- Litter

- Lack of litter bins causes problems on the Lawnmarket
- CEC procedural issue – constant litter

- Maintenance

- Paving too slippery leading to accidents
- Tagging an issue- New Street graffiti wall is good though
- All streets should be cleaned ie not just Victoria Street but steps too
- Street urinals to stop people peeing on the street.
- Closets are never cleaned.
- CEC should be a constant presence, don't make excuses, sort problems.

Theme 3: Retail

- Street Clutter

- A-boards obstruct pavements
- Need a consistent, enforced approach to A-boards
- Tables and chairs are sociable and open spaces should be usable
- Different forms of directional signage should be used (pavement markings or one big board with information on it)

4. GENERAL (STREET-WIDE)

Theme 1: Traffic/Pedestrian conflict

- Pedestrianisation

- Shared spaces could confuse pedestrians awareness would need to be raised on the concept of shared space
- People should be encouraged to walk – no coaches
- Pedestrianisation is idealistic – can't be attained
- Proposals could be more extreme – fully pedestrianised [common theme]

- Traffic

- Congestion charge
- RM not created with vehicles in mind.
- The Royal Mile should not be used as a through road.
- None of the alternative roads have the capacity to take additional traffic
- It would be Cowgate that would take the additional traffic from the Royal Mile, don't think it actually has the capacity to take it.
- Possible diversions – Regent Road and Calton Road

- *Drop off zones/tourist coaches*

- Coaches and tourist buses (open top) should be distinguished within the action plan
- Coaches should be restricted - those using them do not get off and spend money
- Coaches cause problems throughout the RM
- Banning coaches would “kill” the city
- There should be dedicated drop off zones on the Royal Mile – like York

- *Cycling*

- Cycle lanes currently don't connect, doesn't seem like a priority.
- Don't introduce setts

Theme 2: Management

- *Big picture*

- Need to take ownership of the street like other cities – look at other capital cities like Barcelona and Venice

- *Signage*

- Improved signage and information boards needed throughout the RM
- Pavement displays should be limited

- *Lighting*

- Lighting down closes should be improved

- *Waste disposal*

- More consistent, frequent (local), co-ordinated collection (trade) – Grassmarket approach
- Need to get bins out of closes – makes them hard to use
- Need a physical storage solution
- Dirty/rats in closes
- Visibility of enforcement poor, it can take 48 hours for rubbish to be removed

- *Litter*

- Regular collections and pickers required
- Not enough litter bins on the street, resulting in more litter.
- More creative solutions should be explored – what about containers used at festival?

Theme 3: Retail

- *Council approach*

- CEC has the capacity to control lets as the biggest land lord in the area.
- Subsidise rents for suitable tenants

- *Retail aspirations*

- Scottish produce only
- Somewhere for residents to shop
- Pop-up shops in empty units
- Needs to have a vision/plan on how things are to be achieved
- Should be quotas on what we have on the Royal Mile
- No shops for young people – 2 (Focus and Games Workshop). Need to encourage larger operators (Vans/Hollister for example) to have small spin off stores on RM to encourage teenagers to use the street.

- *Closes*

- Make more attractive for businesses to locate there
- Shops for residents down closes

Other comments/suggestions

- *Enhancing RM*

- Improve tourist experience through learning from other capital cities
- Notice boards to let residents know about changes