





Development Proposal





Benefits of Development

Our aspiration for the site is for it to continue to provide active, managed use of the rooftop. Delivering family friendly facilities which can support the needs of locals and visitors, whilst also providing economic benefits for the city as a whole.

This is consistent with the vision Edinburgh’s Tourism Strategy 2030 in terms of its commitment to providing ‘thriving visitor economy’, ‘more & better jobs’, ongoing investment in the city’, reducing unemployment poverty & inequality’ and delivering ‘better quality of life’.

The proposal will contribute towards delivering this ‘chain of benefits’ for the city.

Synergistic Development

Festival Village on the rooftop of Waverley Mall has been operating for 5 years, during which time they have delivered significant economic benefits, not just to the Mall and immediate surrounding area, but also to the City as a whole.

The table below summarises the employment opportunities created as a direct result of the Village. Figures relating to the Festival Village are the actual numbers of people employed in the Festival Village in 2021/22. Those for the Festival Village extension are extrapolated from that direct experience and are therefore considered to be an accurate estimate.

2021-2022	Festival Village
Trades/ Security	60
Staff employment	305
Musicians	60
Total	425

The number of people employed in the Festival Village is significant in terms of volume, equally importantly is that the Village supports local businesses and individuals, and showcases local produce.

There are now direct economic benefits to the whole of the City of Edinburgh and the immediately surrounding area.

Noteworthy is the fact that the economic benefits extend beyond the location in which the Village operates with suppliers, such as local food vendors, reporting that the Village gave them the opportunity to test new products.

For others, the opportunity to showcase their products at the Festival Village has ultimately allowed them to establish permanent premises (such as Pizza Geeks who began as a two person business and who now operate 2 permanent units in Edinburgh and employ 20 staff).

Testimonials from a number of companies, adjacent businesses and suppliers show that many businesses, across a wide range of sectors, rely on the Festival Village to sustain their existing employment levels, and the employment of apprentices

The Village also provides an important opportunity for existing Mall tenants to showcase their products on the rooftop and to draw people into the Mall itself, boosting their sales as well as those of others in the Mall.

In 2 instances the additional revenue arising from their presence in the Festival Village enabled the tenant to completely refit and reposition their Mall offer and to deliver an astonishing turnaround in store sales.



In showcasing the best of local producers, the Festival Village supports the ethos of the Mall itself, with Moorgarth Group Limited requiring a list of suppliers to be attached to the occupational license documentation to ensure a consistently high quality of offering appropriate to the high profile location of the site.

The collaborative approach between Moorgarth Group Limited and the Festival Village operators not only provides a platform for local producers and suppliers to develop and grow across the City (as stated above) but also creates a sense of place which is attractive to both residents and visitors alike, and which has generated direct benefits the Mall.

Footfall in the Mall has risen by 11% year on year in the summer and 14% year on year in December, and has delivered significant trade uplifts across the Mall, particularly for food and drink establishments which have experienced double digit growth.

Total visitor numbers to the Mall have grown by more than 10% in a very challenging trading environment, and at a time when footfall elsewhere has been in decline. Moorgarth Group Limited are very much of the view that the Festival Village has played a fundamental role in that success.



Social Benefits

The Festival Village provides a family friendly venue for locals and tourists. It has operated for five years without receiving any complaints from neighbouring businesses or residents.

The Balmoral Hotel, the Village's nearest neighbour, has confirmed that they did not have any complaints from any of their guests and commended our clients for their effective management of the Village.

It is also important to note that the Mall owners, Police Scotland and the company providing security to the Festival Village have reported the disappearance in anti-social behaviour in the area during the period in which the Village is operational.

This is a direct result of the increased activity and the safety and security measures implemented by the Village operators

In addition, the Festival Village employs only local musical performers, providing a unique opportunity for young and aspiring acoustic acts to showcase their talent to a worldwide audience, thereby offering cultural benefits to the City.

This is particularly valued by a local music agency (Mc Music) given the closure of other music venues across the City.

Musicians who have performed at the Village have also reported that it has become an important part of the local music scene in the City.

Importantly local musicians have advised that it is difficult for them to secure paid work, particularly during the day and on weekdays, and that is especially so during the Fringe, since many Fringe productions come from elsewhere booking up local venues.

The Festival Village has given them the opportunity to perform during the Fringe and the experience and skills they have developed there has enabled them to work on tours around the UK and elsewhere.

In terms of social benefits, due to their success at the Festival Village, Pizza Geeks are able to support Edinburgh’s homeless and vulnerable community through their Pizza for People Initiative.

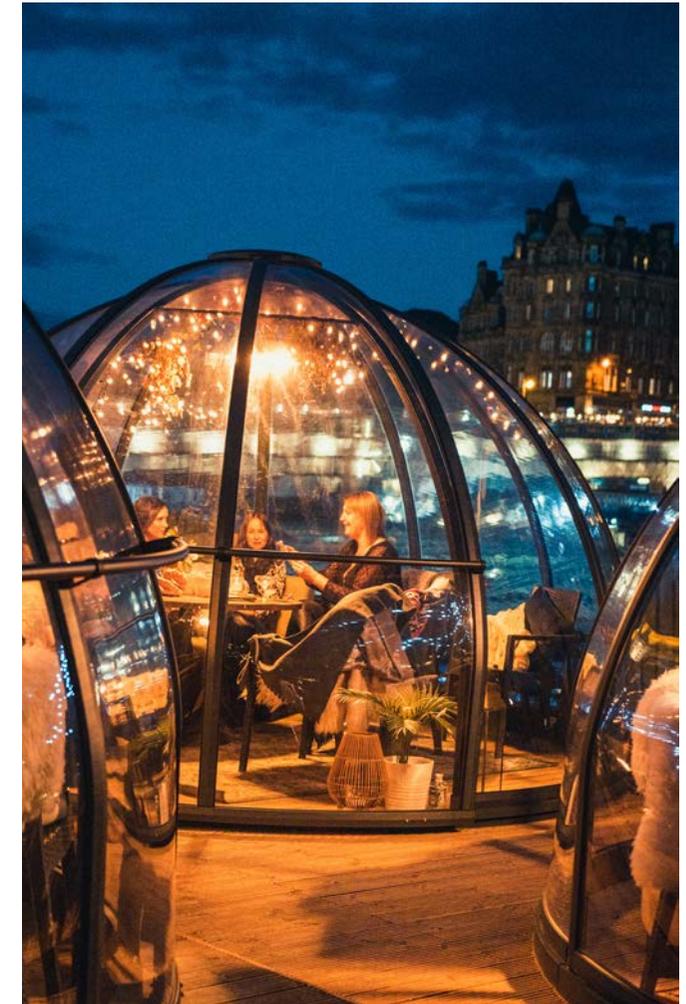
Visual Effects of Development

In considering previous applications for very similar development on the Main Plaza site, the Council concluded that the proposed development would have no adverse on the historic environment,

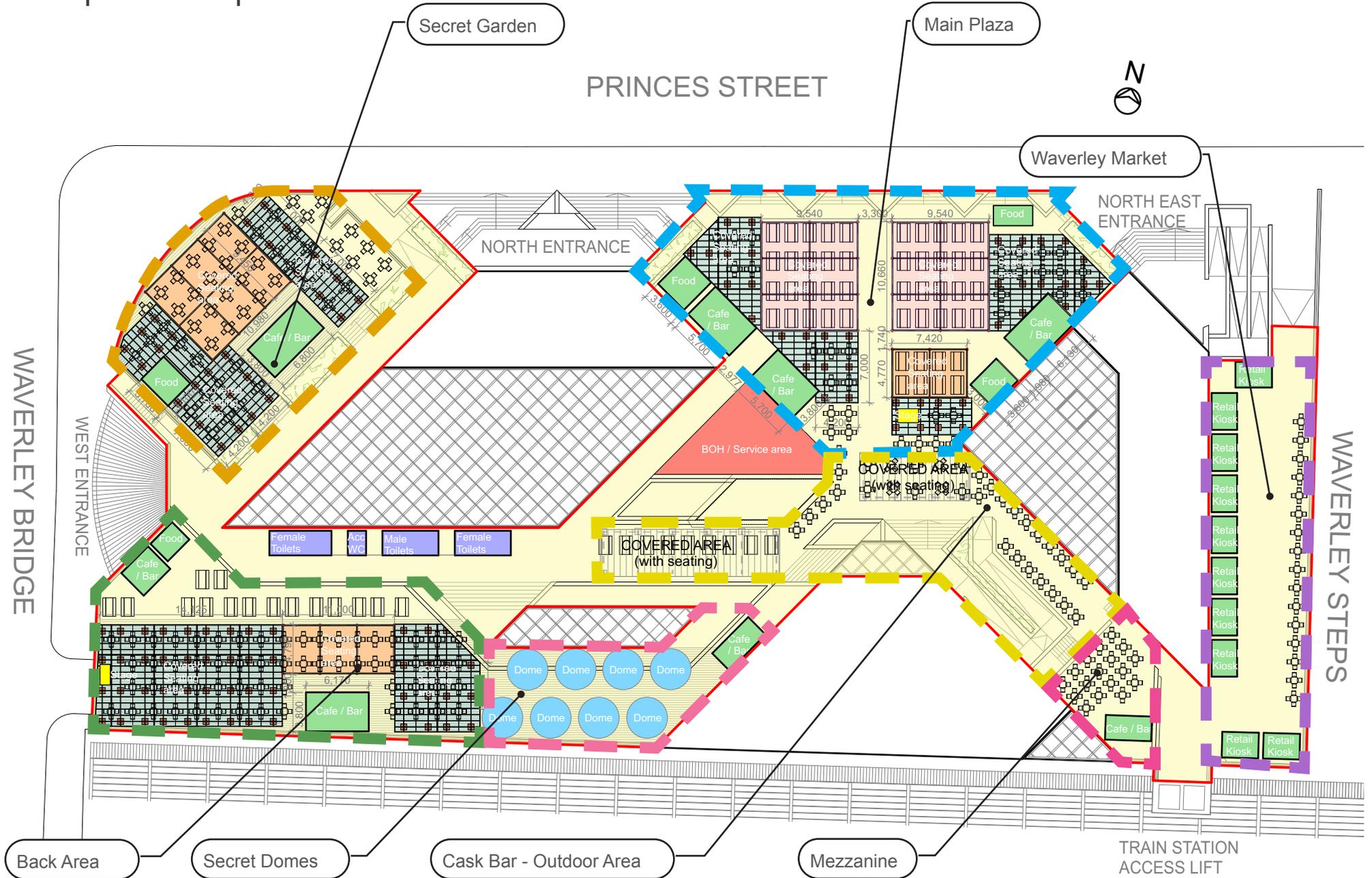
As the success of the activity on the rooftop has increased, the Festival Villages operators have enhanced the visual appearance of the spaces created. This has included:

- roofing material (retractable, aluminum roofs),
- reducing the columns of the roof by half,
- using appropriate paint and fixings,
- removing the high-level advertising and,
- increased the budget spend on floral decorations

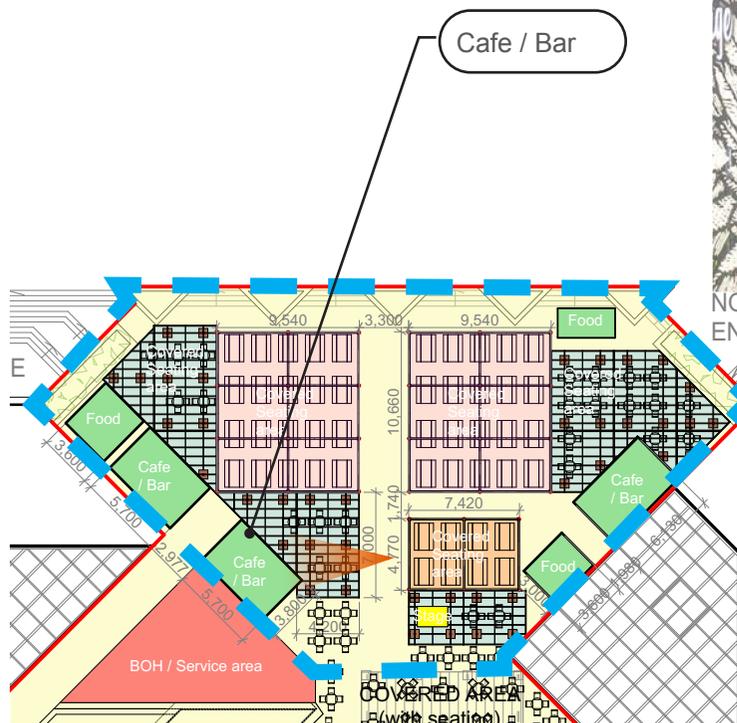
The visuals contained within this document clearly demonstrate that with extra thought and expenditure our clients are aiming to provide a very rich, attractive and active environment, appropriate to its setting.



Development Proposals



Main Plaza - Cafe / Bar



KEY

- Application Boundary
- Liscenced Area 3,988sqm
- Covered Seating Areas - Retractable
- Covered Seating Areas - Louvred
- Covered Seating Areas - Timber & Polycarbonate
- WC's
- Stage
- Decking
- Food Unit Structures
- Retail Kiosks
- Covered Seating Areas - Domes
- Back of House / Service Area
- Cafe / Bar Structures

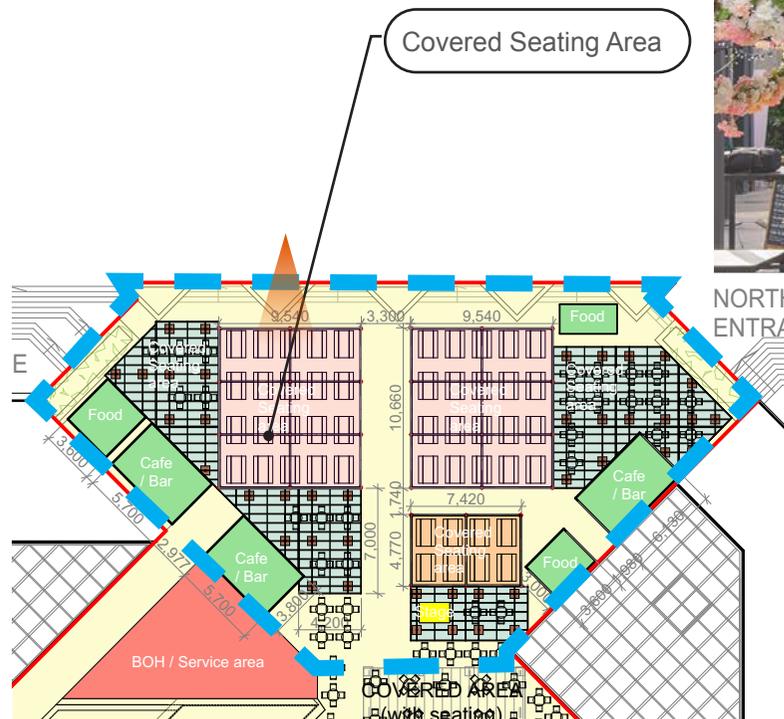
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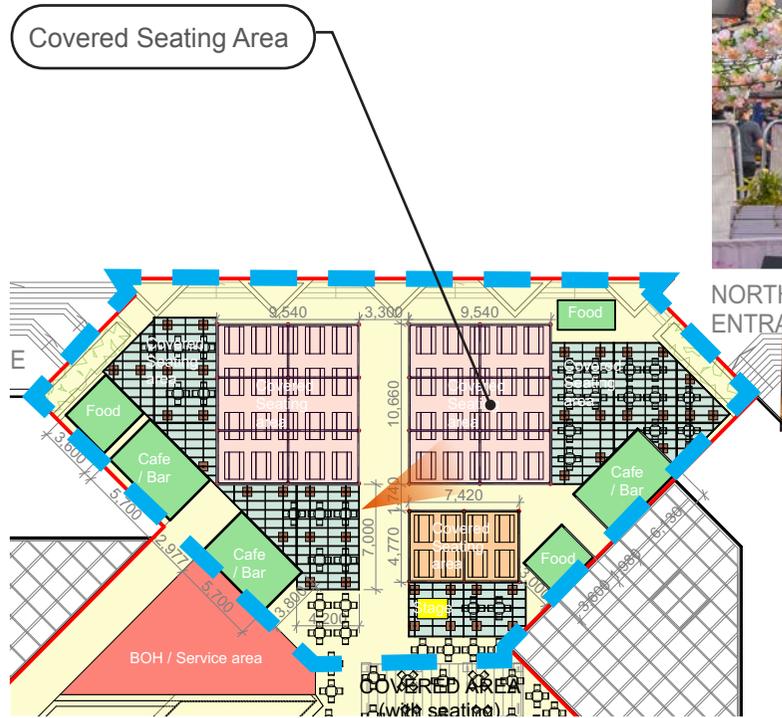
Main Plaza - Covered Seating Area



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Main Plaza - Covered Seating Area



KEY

	Application Boundary		WC's		Retail Kiosks
	Liscenced Area 3,988sqm		Stage		Covered Seating Areas - Domes
	Covered Seating Areas - Retractable		Decking		Back of House / Service Area
	Covered Seating Areas - Louverd		Food Unit Structures		Cafe / Bar Structures
	Covered Seating Areas - Timber & Polycarbonate				

Main Plaza - Covered Seating Area



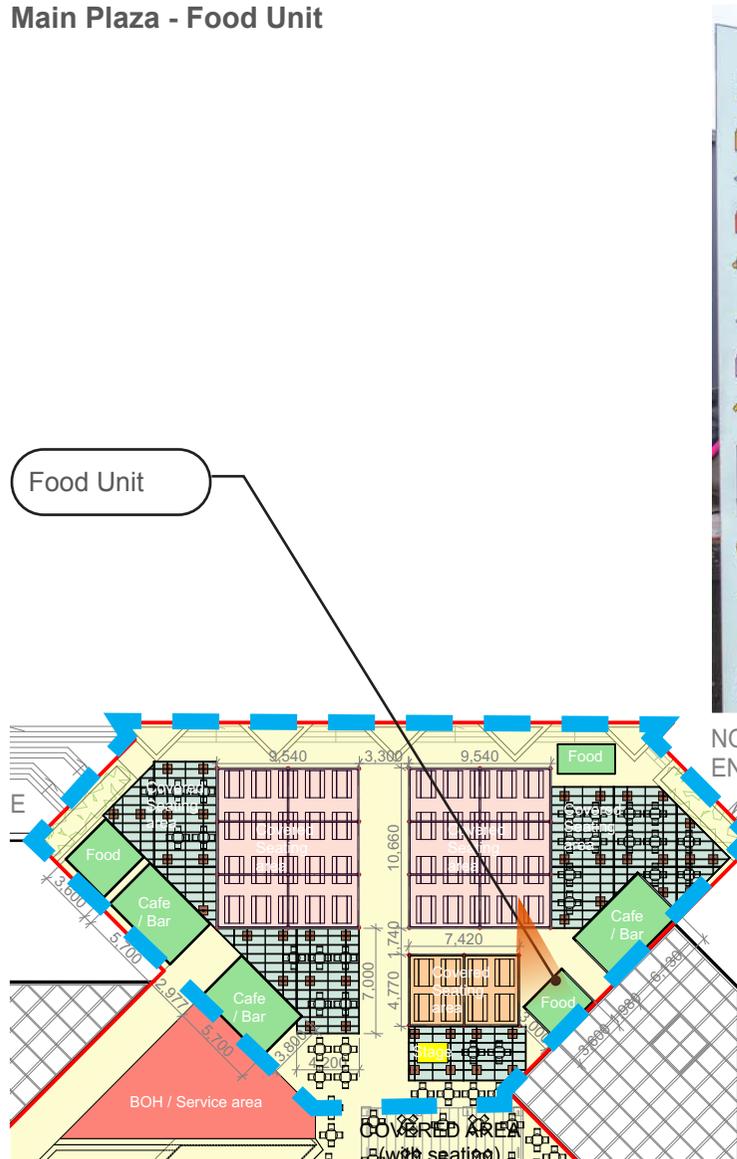
Covered Sating Area



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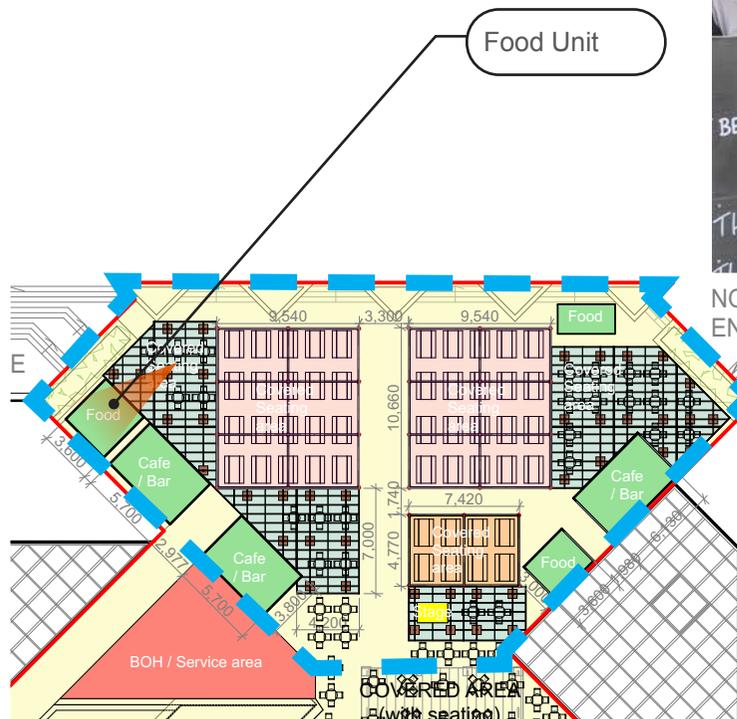
Main Plaza - Food Unit



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	Liscenced Area 3,988sqm		Stage		Covered Seating Areas - Domes
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Main Plaza - Food Unit



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Main Plaza - Food Unit

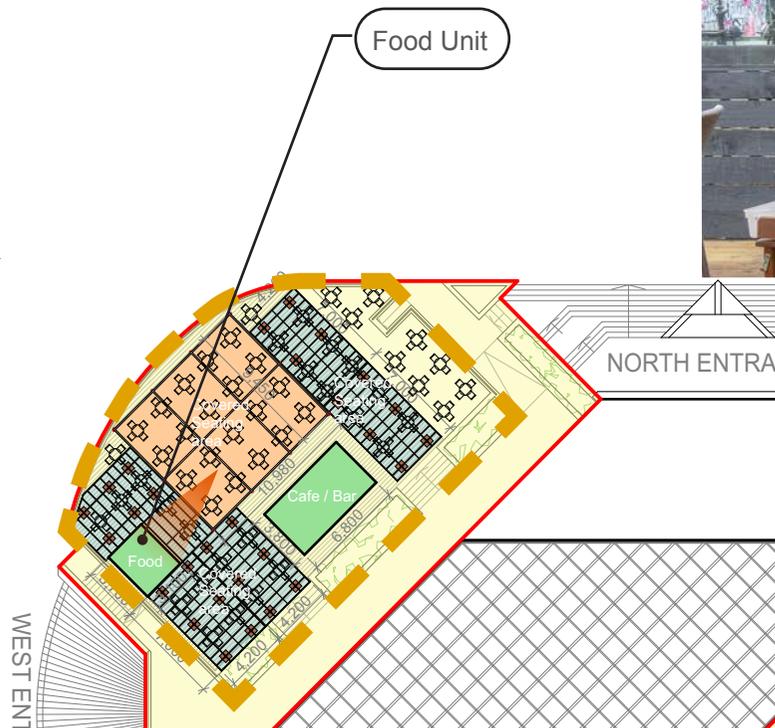
Food Unit



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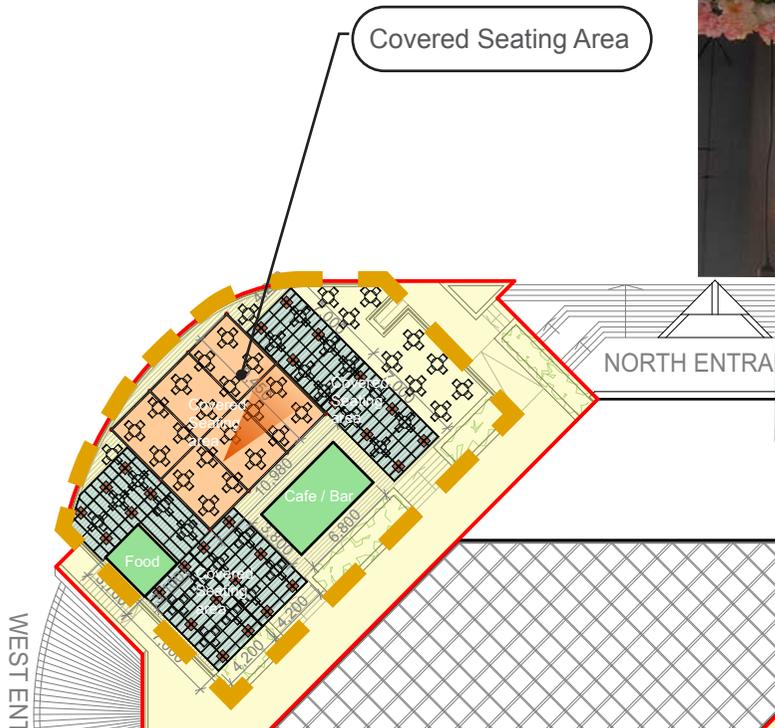
Secret Garden - Food Unit



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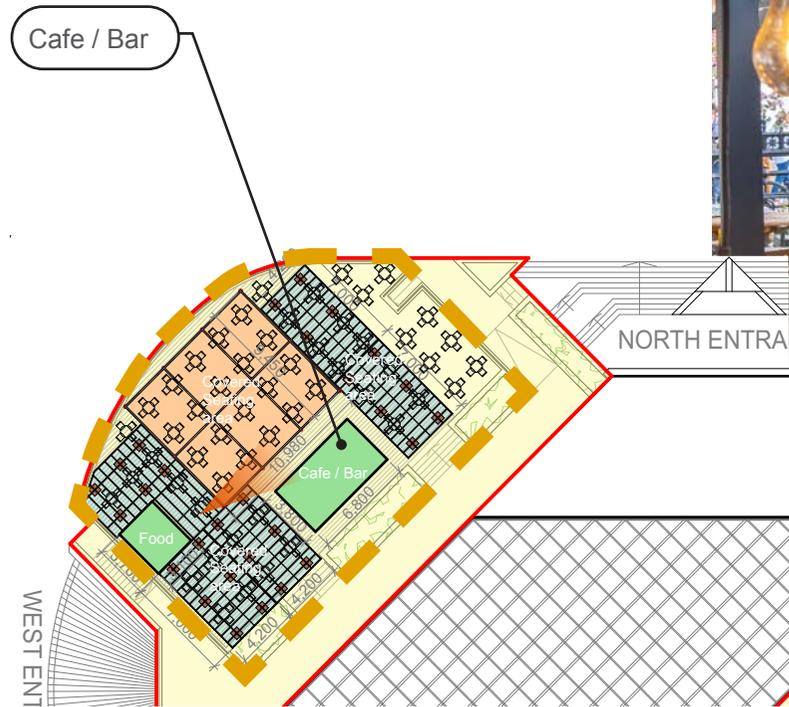
Secret Garden - Covered Seating



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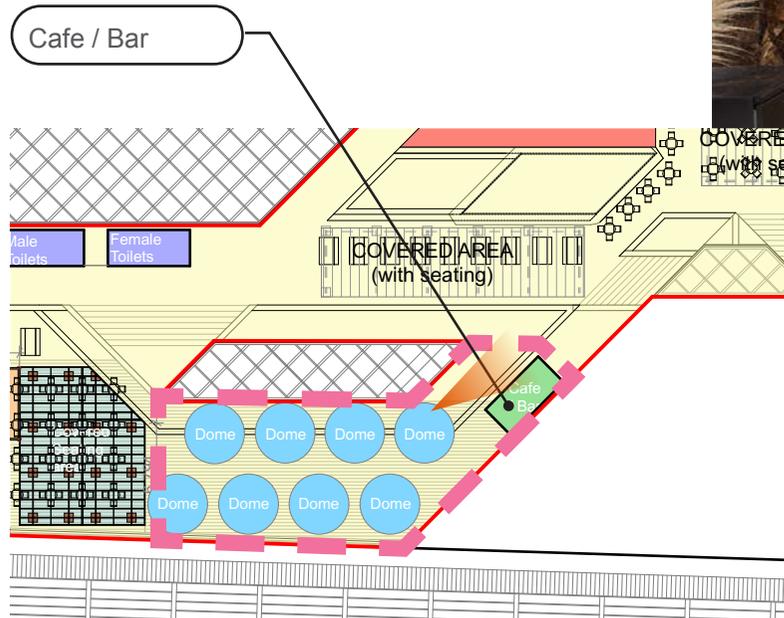
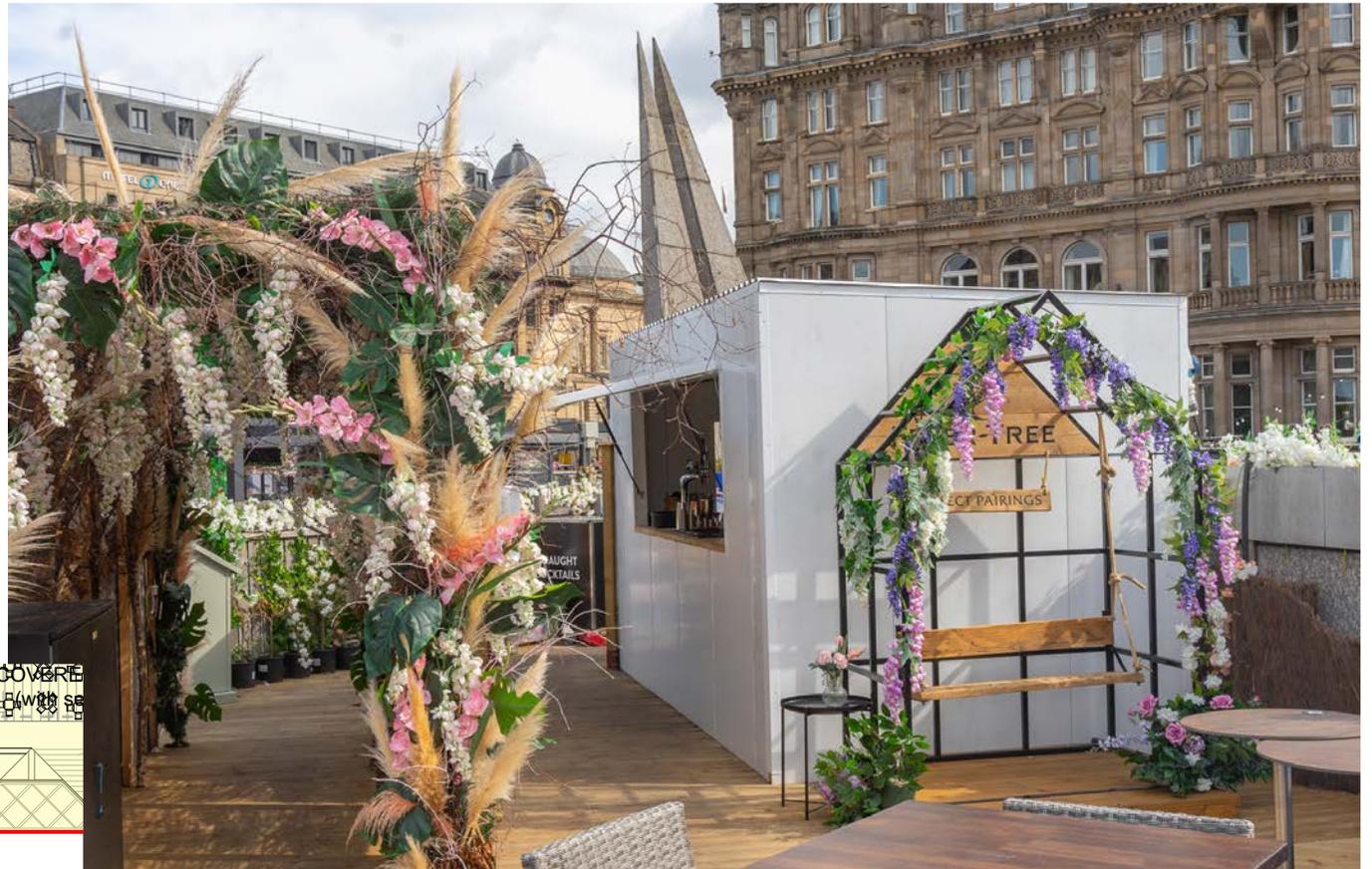
Secret Garden - Cafe / Bar



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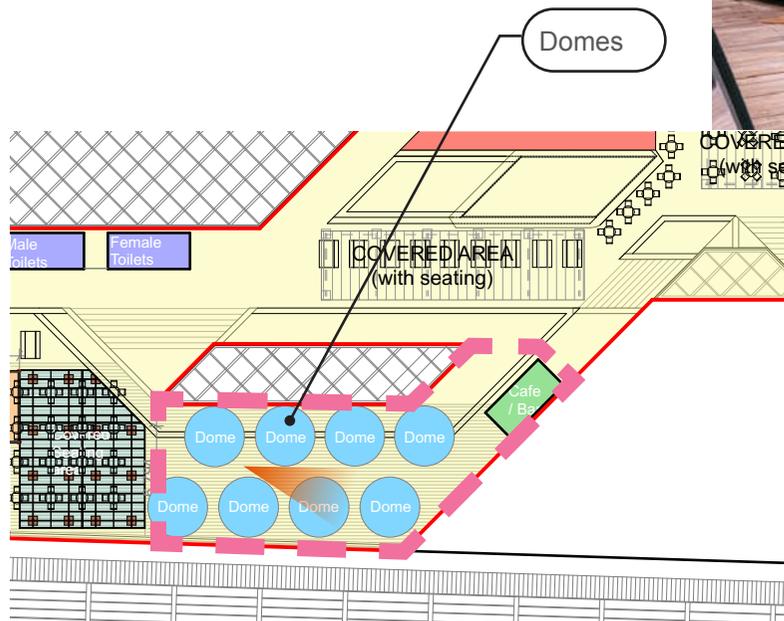
Secret Domes - Cafe / Bar



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Secret Domes - Domes



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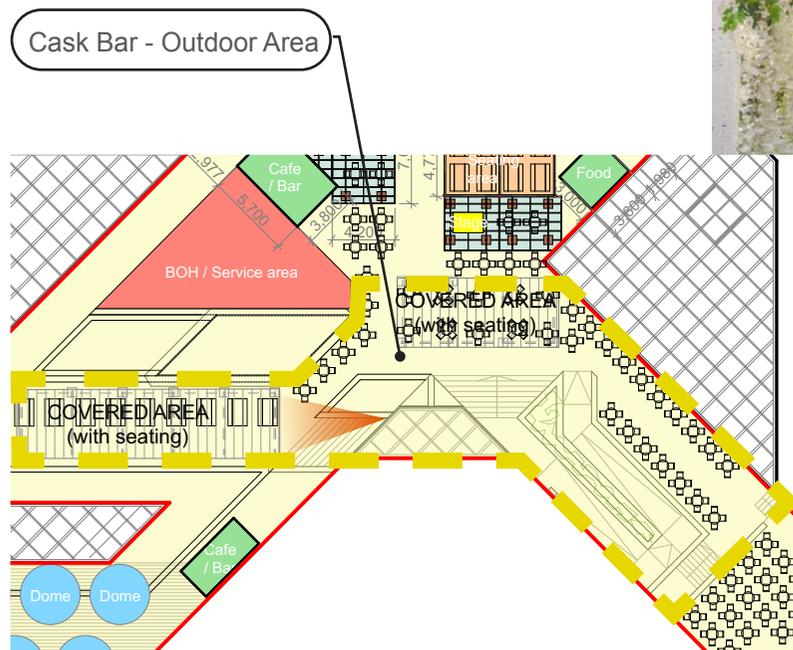
Cask Bar - Outdoor Area



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Cask Bar - Outdoor Area



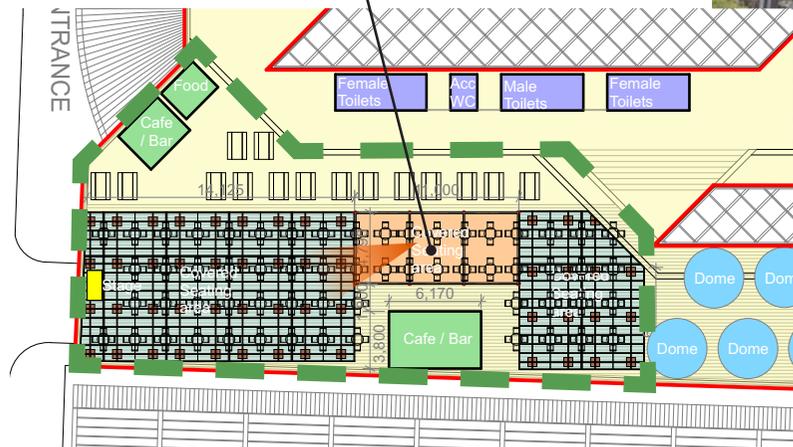
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Back Area - Covered Seating Area



Covered Seating Area



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Back Area - Stage



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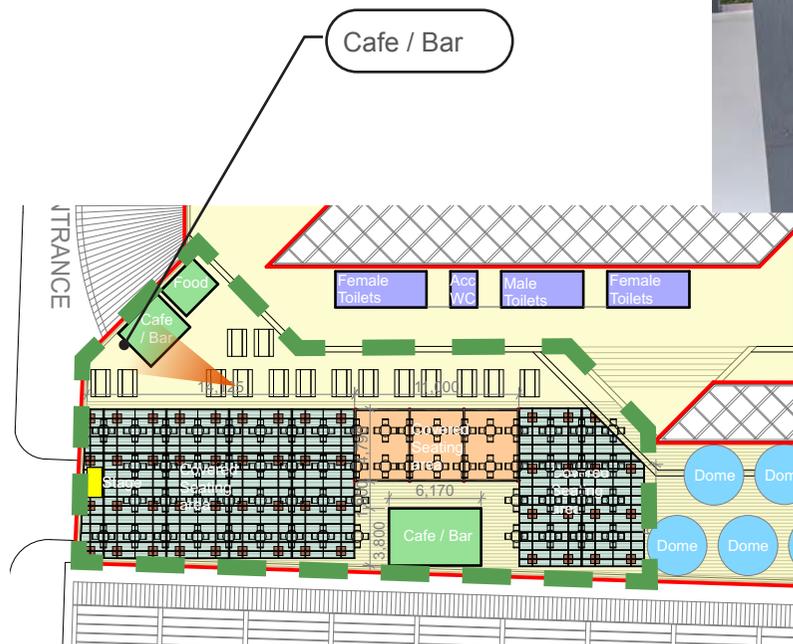
Back Area - Cafe / Bar



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Back Area - Cafe / Bar



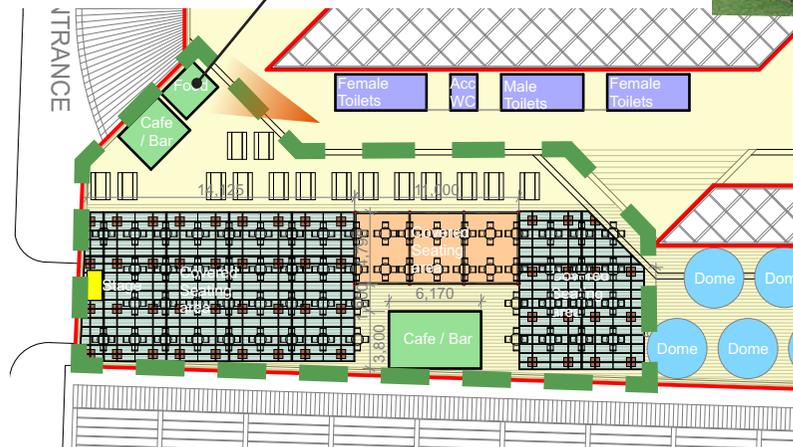
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Back Area - Food Outlet



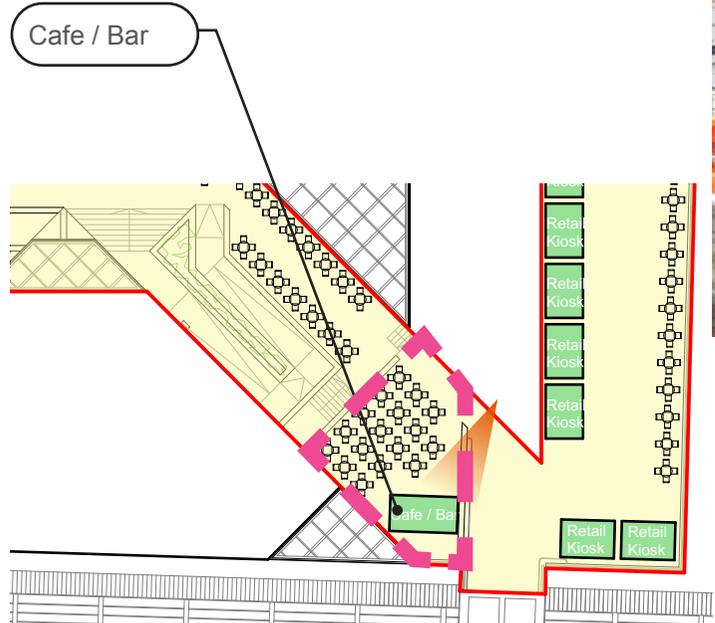
Food Outlet



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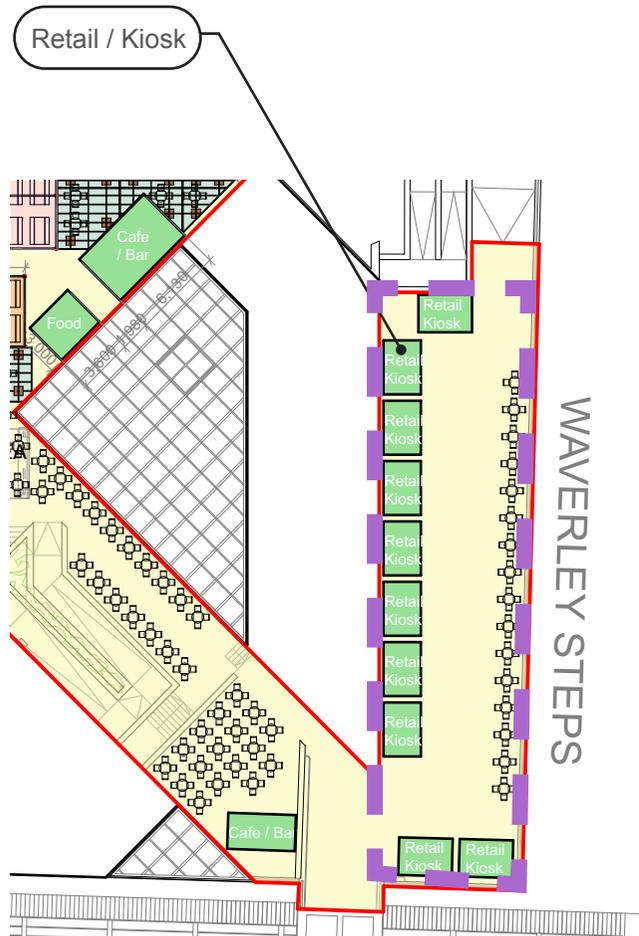
Mezzanine - Cafe / Bar



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Waverley Market - Retail / Kiosk











Summary

