

EH

NOVEMBER 2004

10

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YOUR **FREE** MONTHLY GUIDE TO SERVICES, BUSINESSES AND SOCIAL LIFE OF MORNINGSIDE, BRUNTSFIELD, MERCHISTON AND MARCHMONT

Welcome to EH10

Welcome to the second edition of EH10, a new publication for south Edinburgh, created for everyone living, working, studying, socialising or shopping in EH10 and EH9.

Every month the publication will feature interviews and reviews of local businesses as well as articles on food and drink, health and fitness, arts, interiors, technology, property, travel and special deals being offered by local businesses.

EH10 is available free in delis, ca-

fes, bars, food outlets, shops, universities and businesses throughout the area and is supported by the website www.eh10.co.uk: an online presence that expands on the news, services and opportunities covered by the EH10 newsletter.

If you have any comments, would like to advertise, have ideas for articles and would like to contribute, or simply would like to be listed on the website then please email us at info@eh10.co.uk.

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What Customers Want

In an increasingly competitive market, the secret to success is to hold on to the customers you have before you start looking for new ones. Iain Nelson discusses how that can be achieved.

A recent edition of *The Sunday Times*, carried on completely separate pages, two articles, describing the two sides of the retail coin. One told readers about how Wal-Mart was changing the face of retailing by widening its scope of operation. The other was about the need for retailers/small businesses to retain current customers. With regard to the latter, Daniel Ronan, director of the Portman Business Consultancy was quoted as saying that: "The secret of growing a successful business was to focus your energies on keeping the customers you already had because it is six times more expensive to sell something to a new customer than to sell something to an existing one. Usually small businesses look only at how to get new customers through the door, but the trick is to balance that with looking at how to keep your existing

customers and sell them more as that is far more cost effective."

Ronan also said: "What you are trying to do is to build and develop long-term relationships. To do that, it is critical that you find out what they want not just today but in the longer-term future because if you don't someone else will."

He added that the way to find out what customers wanted was to ask them. "Invite them to a business discussion and ask them what they like about you and what they do not like and what they would want you to provide in the future."

"They could come up with ideas that make their lives easier and give you more business. Listen to what they need and want and act on these requirements. Then, once you get to know your customers, offer them things that would interest them specifically."

These views were fascinating when placed alongside the comments of Irwin Stelzer, business adviser and director of economic policy at the Hudson Institute.

His article was about how Wal-Mart was changing the face of

retailing by entering new markets. He said "Consider toys, jewellery and food. Wal-Mart only recently started to sell toys and its huge discounts have proved so attractive that Toys R Us is considering abandoning a market it once dominated. In the jewellery business Wal-Mart's decision to sell diamond rings and

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other such items is forcing high-toned Tiffany to resort to a something besides diamonds strategy to maintain its growth.

Stelzer continued: "Wal-Mart is also a leading player in food retailing. Food sales now account for more than 25% of the chain's almost \$300 billion in sales, up from 14% in 1997." This has forced many retailers *continued on page 5*

Grand Designs

With a new take on traditional Scottish fabrics, designer Caroline Scott and her daughter Kerry have come up with a simple, stylish and original collection of made-to-measure clothes.

Designer and dressmaker Caroline Scott is opening a new studio at 107 Charterhall Grove near the old Blackford Station on the eighth of November. Caroline and her daughter Kerry plan to showcase their new collection of clothes created from Border tweeds, Scottish wool, cotton, linen and silk.

The new collection features simple classic designs in traditional fabrics and is made up of individual pieces that can be used to create light comfortable layers. Trousers and skirts have been designed without waistbands creating a clean fluid line on the wearer as well as providing a comfortable fit. Jackets are short and waisted, fitted under the bust creating a smart, comfortable look.

The collection also features soft, lightweight woollen tunics that can be pulled on over the head and finished off with soft felt belts created in Wick. For the cold Scottish winter Caroline has designed a Harris tweed over-jacket replete with faux fur trimmings and simple tab fastenings – easy to use even when

your fingers are cold. Accessories include sumptuous mohair scarves that can double as wraps for use with evening wear.

In the future, Caroline is planning to work with a milliner friend to create a range of hats that can be commissioned to co-ordinate with her outfits and Kerry is planning to bring out her own line of clothes aimed at a younger market. As with

The new collection features simple classic designs in traditional fabrics and is made up of individual pieces that can be used to create light comfortable layers.

Caroline's designs, Kerry intends to retain the theme of creating simple, stylish clothes using traditional Scottish fabrics but may also include denim and cord in her designs.

In addition to creating her own range of clothing, Caroline also works from commercial patterns with fabric supplied by customers and accompanies customers to look for fabrics, acting as an advisor. She also carries out alterations to existing garments and offers a laundry and dry cleaning service.

As if that wasn't enough, Caroline

also acts as a clothes coordinator, visiting customers' houses and advising them on how to manage their existing wardrobe. She helps clients create the look they want by helping them to decide what fits, what looks good on them and what items are classics and worth keeping.

For more information about her



work contact Caroline Scott on tel: 0781 495 6355, visit her online at www.carolinescottclothes.com or pop into the studio at 107 Charterhall Grove, EH9 3HT.

A New Vision

If you are one of the growing number of people who need glasses or contact lenses, you're probably familiar with the options available to you but, spend a few minutes with the people at eyecontact and you'll discover they have a refreshingly different view of eye care.

For proprietors Jim Beith, resident optometrist, and Peter Newman, there are many lifestyle and eye health considerations involved when selecting the most relevant approach for their patients.

Everyone's eyes are unique. In addition, we all make different

They believe that patients should enjoy feeling and looking good: never needing to give their vision a second's thought.

demands on our eyesight: driving, artificial lighting, VDU's, harsh sunlight, long working hours and of course age, all take their toll. So each patient needs a solution that's as individual as they are, and choosing

the correct lens, frame or contact lenses takes considerable experience.

While this new Morningside practice incorporates diagnostic equipment unique to the UK, and its own contact lens centre, its real focus is not technology but patient care. They believe that patients should always enjoy feeling and looking good: never needing to give their vision a second's thought.

To learn more call 0131 447 3108 or look in at eyecontact, 178 - 182 Morningside Road www.eyecontactedin.com

Art For Art's Sake

If you are put off by the austere atmosphere of some of the New Town's art galleries but are still interested in having an original work of art to hang on your wall, then why not try the galleries in EH9 and discover a more low-key approach to art acquisition.

The Marchmont Gallery located at 56 Warrender Park Road is a new venture by picture framer James Sutherland. This attractive corner gallery is home to a varied selection of paintings on permanent display offering a relaxed and informal setting to view a potential purchase.

James has works by Claudia Massie, Nicola Moir, Tommy Fitchet and Selma Rebus on show and is planning to have exhibitions of individual artists' work in 2005. For more

information contact James Sutherland tel: 228 8228 or email him at marchmontgallery@hotmail.com.

The Kiroh Gallery is an art gallery and furniture design company run by Edinburgh-based artist Eleanor Adair and her partner Brian Carling.

The galley, based at 58 Warrender Park Road in Marchmont, shows a changing selection of work by current artists including paintings, drawings, ceramics and photography. Kiroh has a range of artists exhibiting with them. As well as Eleanor's own work which has been exhibited worldwide and many times at the RSA in Edinburgh, other artists include Mary Trodden, Benjamin Prosser, Paul Vickers, MS Isabelle Ting and Robin Livesey.

In addition, The Kiroh Gallery sells contemporary furniture that they de-

sign themselves. The furniture is created by Brian using locally-grown

The furniture is created using locally-grown hardwoods, chosen because they encourage the regeneration of native broad-leaved forests.

hardwoods, chosen because they encourage the regeneration of native broad-leaved forests. The furniture is made to order and The Kiroh Gallery offer a free design service and are happy to discuss individual requirements for any kind of furniture.

For more information contact Eleanor Adair tel 229 2676, email: info@kiroh.co.uk.

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Action Against Global Warming

Global warming continues to play havoc with climate worldwide. Nigel Griffiths highlights the research being carried out in Scotland to help reduce the impact of global warming on the environment and considers lifestyle changes that individuals can make to help with this.

As the Minister for Construction I have just opened the University of Dundee's new laboratories for researching landslips. Dundee already has one of the world's leading concrete research centres, and these new labs reflect the increasing concern about the impact of global warming on our environment. It is too easy to think that climate change will only affect low-lying countries that might be hit by rising sea levels. Extreme events such as glaciers melting, plants and animals responding to earlier springs, and sea levels rising, have all added to this sense of urgency. But warmer, wetter summers and winters can destabilise hillsides here at home (like the one affecting central Scotland this

summer) and lead to landslides that threaten our lives and cause massive disruption to roads and railways.

Dundee University intends to carry out experiments into what causes landslides and how to prevent them. It will look at what type of grasses and trees might bind the soil together, as well as revolutionary bolts to anchor acres of hillside to the subsoil. Their research will help people all over the world. Countries have listened to the wake-up call on climate change, but we need to do far more. Greenhouse gas emissions in 2003 were about 14% below 1990 levels. This is encouraging, but we will have to do more to achieve our commitment to reduce carbon dioxide emissions by 20% by 2010. This means promoting public transport, cycling and smaller, more fuel efficient cars; condensing gas boilers which are far more efficient than old-style boilers; a national drive to insulate every home – starting with senior citizens. Businesses must make energy-saving a priority: by switching off lights blazing out in empty offices at night.

Each of us can make serious head-

way towards more environment-friendly lifestyles and it is individuals as well as Governments and corporations who can make a real differ-

Countries have listened to the wake-up call on climate change, but we need to do far more.

ence. The environmental impacts from business are themselves driven by the choices we make each day.

Since it is time to remind ourselves of what we can do, and commit ourselves to a more eco-friendly lifestyles, one of the best places to start is a visit to Edinburgh's Dynamic Earth. Through their excellent exhibitions, we can see how climate change was in the past, is now, and will be in the future. For further information or to book tickets you should call: 0131 523 1273.

Nigel Griffiths, MP for Edinburgh South can be contacted through his website: www.nigelgriffiths.co.uk

Natural Relaxation

If the Christmas shopping rush starts to get you down, it is always good to know you can ease away the stresses and strains with a relaxing holistic health and beauty treatment.

Based in Comiston Road, Thuja Organic Health and Beauty are a team of experienced therapists offering a holistic approach to health and beauty by using only organic treatments and products. They offer herbal medicine, Dr. Hauschka treatments and products, massage, reflexology and Reiki.

Thuja is currently running a free herbal medicine clinic on Thursday afternoons. This service is available for patients who are on a low income and has been set up to make herbal medicine accessible to all. The con-

sultations are completely free but Thuja do charge for any prescriptions that are given. Prescriptions typically cost around £5 per week but prices can vary.

Thuja will also be running free taster sessions throughout November and December to allow people to try out new therapies – ideal for Christmas shoppers wanting to relax.

Thuja will also be running free taster sessions throughout November and December to allow people to try out new therapies – ideal for Christ-

mas shoppers wanting to relax. The taster sessions last 20 minutes, are available in the clinic and are completely free but do require prior booking. It is advisable to book early as spaces are limited.

Also throughout November and December Dr. Hauschka Skin Care Consultations are available with Pauline Hodge. These require a £20 deposit but this is redeemable against Dr. Hauschka products bought on the day. These consultations do not include any treatment but are a great way to make sure you are using the correct products for your skin and will give you advice on applying the products correctly.

For more information contact Pauline Hodge tel: 447 7037 or visit Thuja Organic Health and Beauty at 37 Comiston Road, EH10 6AB.

Holyrood Opens for Business

The Scottish Parliament has now taken up residence in Holyrood and the official opening took place on October 9th. Mike Pringle looks back on a great day.

October 9th was a great day for the Scottish Parliament and for the people of Scotland. After a very troubled five years of building, the Scottish Parliament was finally finished and opened by Her Majesty Queen Elizabeth II. The day consisted of two parts. The first was 'the riding' down the Royal Mile when over 1000 people from all walks of life in Scotland paraded from Parliament Square to Holyrood. Next came the opening itself. I will never forget the wonderful rendition of Auld Langs Syne. At the end, even the Duke of Edinburgh, had his arms crossed with the deputy presiding officers and was singing along.

Afterwards came a chance for the young people present to meet up with many of the famous faces in the crowd and it was a pleasure to have Fiona Hollow (pictured centre with Alexander McCall-Smith, left, and Mike Pringle) and her head teacher

there from Bruntsfield Primary. Fiona won the Lothian section of the Parliament's postcard competition and her winning design will be used

I think a great time was had by all and we now have a parliament building fit for purpose, open and accessible to the people of Scotland.

for publicity material for the Parliament. After being presented to The Queen, Fiona and I met up with local author Sandy McCall-Smith. I think a great time was had by all and we now have a parliament building fit for purpose, open and accessible to the people of Scotland. Come and visit.

The day did get me thinking about how people can get more involved in their local area and engage more with their politicians, especially as we are expecting a general election next year. This might involve going along to a community meeting in Morningside or Merchiston, helping out at the Eric Liddell Centre or

writing to your local councillor or your MSP. Hopefully, you will all get a copy of our Citizen newsletter through your door, keeping you up-to-date, all year round, with what is



going on in the local community and what your councillors and MSP are up to. I am always keen to take up issues that you might have, so please do get in touch. I live in Morningside Park and these are my issues too.

It is your new parliament building and your Parliament, so please get in contact.

Mike Pringle MSP, The Scottish Parliament, Edinburgh, EH99 1SP Tel: 348 5788 email: mike.pringle.msp@scottish.parliament.uk

FREE TASTER SESSIONS

Reflexology

Taster sessions are available on the 19th of November with Felicity Meredith.

Reiki

Taster sessions are available on the 25th of November with Pauline Hodge.

Indian Head Massage

Taster sessions are available on the 1st of December with Jenny Messer.

Aromatherapy

Taster sessions are available on the 9th of December with Pauline Hodge.

What Customers Want continued from page 1

to reduce prices and many others out of business. His final example was his report that this month fashionistas could pick up the 832-page Fall Fashion Spectacular edition of Vogue. By going to the Vogue website customers could order an item from the most recent Ralf Lauren collection or a sable coat by Carolina Herrera, the ultimate impulse buy?

As a seller do you know what your customers want? As a buyer do you know what you want and say so or do you just go away and try somewhere else?

Iain Nelson is a freelance Edinburgh-based management consultant. email: info@iainnelson.com

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The New Border Reivers

If you didn't know it already, Scotland is set to become the mountainbiking capital of Europe. With some of the best trails less than an hour's drive away from EH10, Calum Gordon takes to the hills to discover the trails of the 7stanes.

Newcastleton is steeped in history, it lies on the English border 25 miles south of Hawick and was an area made famous by the notorious Border Reivers, the lawless clans of the southern valleys, where a lifestyle of raiding and marauding was the only way to survive. Their story includes rustling and feuding, violence, murder and extortion – common place in Elizabethan times in the Anglo-Scottish Border area.

Happily times have changed and these days the only danger you are

Happily times have changed and these days the only danger you are likely to encounter is from a sharp bend or a gnarled tree root, as the Scottish borders are fast becoming a world centre for mountain biking.

likely to encounter is from a sharp bend or a gnarled tree root. If you didn't know it already – you soon will. The Scottish borders are fast becoming a world centre for mountainbiking.

Newcastleton is just one of the seven mountainbiking (MTB) centres that make up the 7stanes, a project managed by Forestry Commission Scotland in partnership with a host of local enterprise and tourist groups with sites spanning the Scottish Borders through to Dumfries and Galloway.

The trails are known as the 7stanes because when the project is completed each venue will have a 'stane' somewhere along it.

Working with MTB enthusiasts



who were already building unofficial trails in forests in the Borders, Forestry Commission Scotland developed a project team and partnerships (Scottish Enterprise Dumfries and Galloway, Dumfries & Galloway and Borders Tourist Boards, Scottish Natural Heritage to name but a few), to join forces and raise £1 million to set-up seven professionally-designed mountainbiking sites with trails catering to novices and seasoned MTB professionals alike.

The initiative received match-funding from Europe to bring a total of £2m of investment and the 7stanes came in to being. Importantly, the project was to bring much-needed money and attention to areas still suffering heavily from the effects of foot-and-mouth disease and provide as serious boost to the local economy. MTB enthusiasts from the UK, Europe and beyond flock to these trails which have been described as 'the best in Europe' by leading international MTB press.

In addition to Newcastleton, the centres are situated in stunning Forestry Commission Scotland woodlands throughout Dumfries and Galloway in Glentool, Kirroughtree, Dalbeattie, Mabie and Ae and to sites in the beautiful Tweed Valley southeast of Peebles at forests in Innerleithen, Traquair and at Glentress near Peebles.



LINKS

www.7stanes.gov.uk
www.forestry.gov.uk/scotland
www.hubintheforest.com
www.cycle-centre.com
www.singletrackworld.com
www.scotborders.gov.uk

WHERE TO GO

Tweed Valley

The Tweed Valley Forest Park has a reputation for some of the best mountain biking in the UK and beyond, with trails at Glentress, Traquair, Innerleithen being some of the most visited by hardcore

Ae Forest

The 7stanes XC course is under construction and due to be finished by spring 2005. There are some old cross-country routes in the forest and the competition standard DH course is open.

Mabie Forest

Excellent mountain biking for all skills levels and with the arrival of G&G Cycle Centre on site all your bike hire, repairs, clothing and refreshment needs will be catered for.

Newcastleton Forest

A great biking centre for families, novices and experienced bikers. The centre has a short red route, two blue routes and a skills loop to learn some of the basics. There's also a black graded ridge just for experts.

Dalbeattie Forest

A popular holiday destination on the Solway Coast offering walking, wildlife watching, golfing, pony trekking and fishing.

Kirroughtree Forest

Kirroughtree forest, about three miles away from Newton Stewart, provides biking that caters for families and fairly experienced bikers.

Glentroot Forest

There are old forest trails and single track to be found in the woods, but 7stanes trailbuilders are soon to start on upgrading



Not only does Glentress Forest enjoy commanding views over the Tweed Valley Forest Park, it's only five minutes drive from Peebles and is perhaps the 7stanes most accessible site attracting up to 250,000 visitors per year. Yet so vast is the forest and such are the complexity and choice of routes, the trails never appear busy – even at peak periods.

After a quick coffee at The Hub cafe I hired a serious-looking mountain bike with full suspension and hydraulic brakes and headed to the skills section to familiarise myself with some of the terrain that I would encounter later.

All the trails at 7stanes sites are way-marked and graded, with green routes suitable for novices, blue routes for beginners, red trails for intermediates and black routes for the seasoned expert. With some of the trails near 30 kilometres long and built along extreme terrain such as rock faces and narrow raised platforms, anyone attempting trails marked with a double black diamond would have to be extremely fit and have years of MTB experience to tackle them.

Sticking to green and blue trails provided enough diversion and exertion for a moderately fit adult with average cycling skills and a fair amount of thrills on downhill sections to make you wonder who would

attempt the red and black routes!

With practice and experience, however, anything is possible and I even plucked up enough courage to try the freeride red section, replete with winding singletrack sections and steep banked corners known as 'berms'! Knowing how to control the bike is everything and with a generous helping of caution, I made it down alright.

More experienced riders can try the V trail (a 30km rollercoaster ride that's been voted as best trail in the UK by mountainbikers), the Traquair XC, Innerleithen's serious downhill track or the Hard Rock trail at Kirroughtree.

Mabie Forest is home to a number of trails through one of Dumfries and Galloway's prettiest spots. I tried the intermediate Big Views Loop at Mabie and was rewarded with spectacular views over the Solway Firth and River Nith. Also, on this site, the Endura Pheonix Trail provides classic singletrack trails for more experienced riders and the recently opened Kona Dark Side provides the most skilled MTB enthusiasts with the opportunity to ride on some of Europe's most technically-proficient 'north shore' trails.

Whatever your level of fitness or experience, you'd be mad not to try it – we're living on the doorstep of Scotland's mountainbiking heaven.

Cockburns Wine Merchants
382 Morningside Road

Buy 12 bottles of wine (selected lines) and get the cheapest 2 free or, if you don't need a whole case, join the free wine club and receive 10% off a bottle of wine.

The Merlin
168-172 Morningside Road

Thur - 2 cocktails for £5. Mon - 2 meals for the price of 1, from 6-10pm. (Applies to main plates only, highest price meal charged.)

The Golf Tavern
30 Wright's Houses

Receive a complimentary pint of Guinness, a Bloody Mary or a Virgin Mary when you order a Scottish, vegetarian or American breakfast, Sat & Sun, 10am-7pm.

Snapfax Deals - Sun-Thur 20% off all day. Fri & Sat 20% off 'til 11pm

The Waiting Room
7 Belhaven Terrace

2 breakfasts for £8, Mon-Fri 10am-12pm. Shooters 2 for 1 on Fri & Sat. House wine £5.95 4-8pm.

Large nachos & wine £10 all week. Thur - Mexican Night. Sol £2 a bottle. Tequila 2 for 1.

The King's Bar
69/74 Bruntsfield Place

3 for 2 drinks with Snapfax.

I J Mellis Cheesemonger
330 Morningside Road

Thur - 10% discount for pensioners - cheese, cold meats and bacon counter.

Caroline Scott
107 Charterhall Grove

10% off 10 shirts laundered for new customers for first month.

Coco
174 Bruntsfield Place

Free tea or coffee. Buy 7 hot drinks and get the 8th free. Cards available from Coco.

The Morningside Heritage Association

Thursday 18 November - 7-8.30pm
George Bell, Divisional Officer, Environmental Division of Edinburgh City Council will give a talk entitled The History of Cremation in the United Kingdom at The Old Schoolhouse, 140 Morningside Road.

Tea and Coffee will be served at the end of the meeting. Visitors and new members are all welcome (a contribution of £2 is requested).

Bottoms Up
124-130 Bruntsfield Place

10% discount when you mix and match 6 bottles of wine (some exclusions apply).

PUB QUIZ NIGHTS

The Argyle Bar - Sun 8.30pm
15-17 Argyle Place (The Hide)

The Auld Toll - Tues 8.30pm
37-39 Leven Street

The Golf Tavern - Wed 8pm
30 Wright's Houses

The King's Bar - Sun 8.30pm
69/74 Bruntsfield Place

The Links Bar and Hotel - Tues and Sun (sports quiz)
4 Alvanley Terrace

LIVE MUSIC

The Auld Toll - live jazz every Sat, 9pm, 37-39 Leven Street

Cafe Grande - live jazz middle and last Sun, 8.30pm, 184 Bruntsfield Place

OPEN MIKE

The Golf Tavern - Tues 9pm
30 Wright's Houses

Church Hill Theatre
Morningside Road

Monday, 22 November 2004

Three new one act plays based on the memories of Leith and North Edinburgh folk. Directed by Nazli Tabatabai and Liz Hare.

Stain Remover by Anne Stenhouse
On with the Dance by Millie Gray
The Father of the Man by San Cassimally

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