

THE CITY OF EDINBURGH COUNCIL
Public Spaces Team
STAKEHOLDER INFORMATION SHEET

EVENT INFORMATION	
Event	The Big Wheel
Park	East Princes Street Gardens
Organiser	Unique Assembly Ltd
Date of Event	1 July 2025 – 3 January 2026 (set-up from 19 June)
Time of Event	10:00am – 21:00/22:00pm on event days

EVENT OVERVIEW (provided by applicant)

The observation wheel offers a unique view of the cityscape, showcasing the natural beauty of the award-winning Princes Street Gardens, while providing a bird's-eye 360-degree view of the famous city skyline, with highlights such as the iconic Edinburgh Castle and Scott Monument. The Big Wheel will provide passengers with a panoramic view across the city and over to Fife during the summer season.

This Big Wheel has been a key feature of Edinburgh's Christmas attractions since 2022 and we believe this is a welcome return to the summer skyline, creating a very special point of reference for residents and visitor to the city with its unmistakable silhouette, visible throughout the city-centre.

Welcoming over 190,000 throughout winter as part of Edinburgh's Christmas & Hogmanay, the opportunity to present the Big Wheel throughout the summer and autumn will cater for a new audience, providing both locals and visitors to the historic capital, spectacular summer views of the city and adding to the city centre offering throughout the summer festival months.

The aim is to offer a more "sedate" experience allowing customers to marvel at the city's historical significance while soaking up the cultural atmosphere. A year-round global cultural centre, during August the city "comes alive" with artists and performances filling venues and streets across the city. The Big Wheel will provide an alternative picture of Edinburgh in August with pop-up shows and attractions and street performances visible from above.

The Big Wheel will be open 7 days per week with planned hours 10am to 9pm during the month of July, opening until 10pm during August.

Tickets for the Big Wheel will be available online in advance through a dedicated website or using tap and pay at the attraction. As part of our summer offering, we propose a selection of exclusive packages e.g. hire of the Wheel in its entirety for a short duration or hire of private pod for promotional or simply exclusive use. We would also like to explore the possibility of a VIP Champagne Package (to clarify this would be a glass of champagne on the Wheel NOT a bar selling alcohol to public in the Gardens), and festival packages such as Comedy Pods, Tattoo Nights, etc, with the aim of working with travel partners, key city attractions and summer festivals.

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City Partners

Towering at 45m high, the Big Wheel has 36 fully enclosed pods with seating for up to six passengers, in a secure and warm environment with audio commentaries and spectacular views of Edinburgh.

We will work closely with Edinburgh 900 to ensure that the celebrations are integrated as part of this offering, highlighting the city's key landmarks, history heritage through audio commentaries, promotion and branding opportunities. We are also exploring working with a selection of summer festivals through bespoke audio programmes.

We have relationships with many of the global street artists who descend on the city to take part in the Fringe Street Events helping to animate the area and highlight performances in and around the Gardens, providing family entertainment and community benefits with free performances and activities.

Community Benefits

The Big Wheel will also provide excellent community engagement with free ticket allocations available for local community groups and charities, along with a repeat of the 20% EH Postcode discount provided in winter.

Wheel Specification

A fully transportable easy to assemble/disassemble, observation-wheel based on three integrated trailers, which together set the base for the wheel to be erected on utilising existing pile caps in East Princes Street Gardens.

The wheel has 36 gondolas with a maximum 6 persons per pod = 216 maximum per "spin".

Winter Events

The Big Wheel will close operations prior to the setting up of both the Field and Garden of Remembrance which are open from Monday 20 October for the public to pay their respects over the Remembrance period. Unique Assembly are already working with Poppy Scotland and British Legion Scotland and will ensure the Big Wheel is Lit up Red as part of their annual national campaign.

The Big Wheel will again operate as part of the Edinburgh's Christmas attractions from Saturday 15 November 2025 until Saturday 3 January 2026. Having the Big Wheel in situ in EPSG, will minimise disruption caused by the build prior to and during the Remembrance Day period, and help alleviate pressures of the extremely tight build period for Edinburgh's Christmas Market.