

The City of Edinburgh Council

10.00am, Thursday, 28 June 2018

Edinburgh 2050 City Vision

Item number	8.8
Report number	
Executive/routine	
Wards	All
Council Commitments	

Executive Summary

To describe progress on the development of an Edinburgh 2050 City Vision and to recommend that the Council provides a match-funded contribution to undertake a public engagement campaign to reach every Edinburgh resident and invite them to create the Edinburgh 2050 City Vision.

Edinburgh 2050 City Vision

1. Recommendations

It is recommended that Council:

- 1.1 Notes progress on the development of an Edinburgh 2050 City Vision; and
- 1.2 Agrees to allocate £0.100m from the Council Priorities Fund to match-fund the external financial contribution predicated on this basis.

2. Background

- 2.1 Edinburgh is one of the world's great cities. Edinburgh is one of the most attractive cities in the world, a fact recognised by UNESCO when conferring World Heritage Site status on the city's Old and New Towns. Edinburgh is Scotland's fastest growing city. For people of all ages, the city provides an appealing offer – the UK's greenest city, offering the highest average wages outside of London, with unique and world-leading cultural events. Edinburgh regularly wins best city awards and has a growing reputation as a place to do business. The vast majority of Edinburgh residents enjoy a prosperity and quality of life that is second to none.
- 2.2 The success the Edinburgh enjoys creates growth pressures. Edinburgh also has social issues such as relative poverty and a gap between rich and poor. This has implications for the next generation with one in five of Edinburgh's children living in poverty today. The world also faces unprecedented challenges in this century.
- 2.3 City visions are an important part of forward planning for many successful cities including New York, Vancouver, Sydney and Copenhagen. A city vision is a unifying force. It has the potential to bring together powerful and influential organisations to achieve what none could do individually. It calls on citizens to shape their future and commit something of long-term significance. Having a City Vision can redefine what is possible, recognising and harnessing a common purpose across the diverse group of stakeholders that have an interest in Edinburgh's continued success.

3. Main Report

- 3.1 In 2016, the city of Edinburgh began a conversation about its future to create a vision for 2050 : what priorities should the vision include and how might they be delivered. This was deliberately long-term and apolitical to look beyond the latest headlines and short-term political cycles. To reinforce the civic breadth of the ambition for Edinburgh, the process for the development of the City Vision has been led by the Lord Provost, supported by a Steering Group with representatives from the business community,

academia, the third sector and young people from Edinburgh's colleges and schools. Membership of the Steering Group is detailed at Appendix A.

- 3.2 During the first year of the city vision, a broad audience of 10,000 was reached as part of a preliminary conversation to describe the type of city Edinburgh aspires to be by 2050. Ideas and insights were obtained from a range of sectors including citizens, festivals, universities, media, schools, business improvement districts, and a mix of private and public sector businesses. Based on the first year of feedback a number of broad approaches that have public and cross-sector support were evident, including:
 - 3.2.1 Edinburgh becoming carbon neutral;
 - 3.2.2 Eradicating poverty;
 - 3.2.3 Reimagining public space; and
 - 3.2.4 Making Edinburgh more caring.
- 3.3 The emerging vision for Edinburgh is composed of two components : the themes that articulate the values and purpose of the vision and action areas, showing projects and programmes, which will be developed as part of city vision. The four themes are:-
 - 3.3.1 An **Inspired** City – recognising and seeking to grow our cultural heritage and seeking for Edinburgh to be renowned for creativity and ingenuity, building on its reputation for culture, education and innovation.
 - 3.3.2A **Thriving** City – aspiring for Edinburgh to be a place of opportunity and ambition, where innovators and entrepreneurs can achieve prosperity and success.
 - 3.3.3A **Connected** City – recognising that connections are at the core of how a city is lived in and how people interact and seeking for Edinburgh to have shared spaces which create opportunities for understanding, for friendship and the exchange of ideas.
 - 3.3.4A **Fair** City – seeking to protect and improve the wellbeing and life experience for all citizens ensuring that no barriers to achievement exist and that a good quality of life is a basic requirement enjoyed by all.
- 3.4 The conversation regarding the city vision under taken to date has provided insight and a firm foundation from which to engage with all citizens and organisations in the city to ensure that the Edinburgh 2050 City Vision truly reflects their aspirations. A public engagement campaign is being developed in conjunction with Marketing Edinburgh. This campaign is intended to reach every Edinburgh resident and to invite them to consider what part they can play to improve their own future, their family's future and to contribute to the legacy of the city.
- 3.5 For the Edinburgh 2050 City Vision to be successful it requires to reflect the aspirations of the citizens and stakeholders in Edinburgh. Edinburgh residents are clearly a key audience who to date have not had the opportunity to contribute to the

project. The next step is to launch a fully integrated awareness campaign to engage audiences and with the goal to reach every Edinburgh resident, young and old, and to seek their feedback/input. It is intended that the campaign will:

- 3.5.1 Raise awareness of Edinburgh's 2050 City Vision;
 - 3.5.2 Encourage people to engage with Edinburgh's 2050 City Vision - to drive people to comment, post, share, attend events and ultimately encourage their peers to get involved;
 - 3.5.3 Provide the City Vision Steering Group with real, authentic data to help sculpt the vision for Edinburgh;
 - 3.5.4 Ensure that every Edinburgh resident feels they have had the opportunity and a suitable platform to participate in finding Edinburgh's vision.
- 3.6 It is important that the public engagement is not seen to be a 'typical' Council marketing campaign in order that it truly captures the aspirations of the city. City partners, including Edinburgh Airport, JCDecaux, The University of Edinburgh and Parabola have pledged significant financial and in-kind support to the campaign. In-kind commitments include media, creative, advertising and project management support. Whilst the campaign and vision should not be council-driven, the Council clearly has a significant role to play. A financial contribution pledged to support the city vision activity is contingent on the Council match-funding the £0.100m offered. Allocating this sum from the Council Priorities Fund would enable the public engagement campaign to be fully funded.
- 3.7 A presentation that illustrates the Edinburgh 2050 City Vision campaign is attached at Appendix B.

4. Measures of success

- 4.1 The success of the City Vision will be enhanced by the greater the level of stakeholder engagement.

5. Financial impact

- 5.1 City partners have pledged significant cash and in-kind support, currently of a value in the order of £0.400m. One cash pledge of £0.100m is, however, contingent on the Council match-funding that contribution.
- 5.2 A report elsewhere on today's agenda advises members of a provisional 2017/18 underspend of £2.416m, with this sum set aside within the Council Priorities Fund. Members are asked to agree to allocating £0.100m of this underspend to match-fund the external financial contribution predicated on this basis.

6. Risk, policy, compliance and governance impact

- 6.1 Should budget be committed to the Edinburgh 2050 City Vision, a separate cost centre would be created to provide transparency and facilitate monitoring, oversight and reporting. This will facilitate the tracking of the actioning of decisions of the project Steering Group. The Council will act as the Accountable Body and, as such, any spending decisions will adhere to existing delegated authority within the Council and will be subject to regular updates being provided to the Council and partners.

7. Equalities impact

- 7.1 It is intended that the Edinburgh 2050 City Vision campaign engages with all citizens. An emerging theme for the Vision is that Edinburgh should aspire to be a Fair City, protecting and improving the wellbeing and life experience for all citizens and ensuring that no barriers to achievement exist and that a good quality of life is a basic requirement enjoyed by all. The Edinburgh 2050 City Vision has the potential to be a force for good in promoting equality.

8. Sustainability impact

- 8.1 Preliminary engagement on the Edinburgh 2050 City Vision has suggested that Edinburgh becoming carbon neutral commands public and cross-sector support.

9. Consultation and engagement

- 9.1 It is intended that the Edinburgh 2050 City Vision campaign reaches every Edinburgh resident to invite them to consider what part they can play to improve their own future, their family's future and to contribute to the legacy of the city.

10. Background reading/external references

None.

Andrew Kerr

Chief Executive

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11. Appendices

Appendix A – Edinburgh 2050 City Vision Steering Group – membership.

Appendix B – presentation illustrating the Edinburgh 2050 City Vision campaign

APPENDIX A

Edinburgh 2050 City Vision Steering Group – Membership

Chair:

Frank Ross The Rt. Hon Lord Provost of the City of Edinburgh

Members:

Andrew Kerr	Chief Executive, the City of Edinburgh Council
Prof. Andrew Kerr	Director, Edinburgh Centre for Carbon Innovation
Akhila Potluru	Student, Craigmount High School
Ella Simpson	Chief Executive, Edinburgh Voluntary Organisations Council
Garry Clark	Development Manager, Federation of Small Businesses
Julia Amour	Director, Festivals Edinburgh
Linda Irvine	Strategic Programme Manager, NHS Lothian
Liz McAreavey	Chief Executive, Edinburgh Chamber of Commerce
Neal Black	Student President, Edinburgh College Students Association
Rev. Scott McKenna	Parish Minister, Edinburgh Interfaith Association
John Donnelly	Chief Executive, Marketing Edinburgh



2050 Edinburgh City Vision

www.edinburgh2050.com
#edinburgh2050

Our ambition

Every Edinburgh resident will be touched by the campaign at least once



Audience

Embrace real life



Don't create ads,
create value

Four second
filter

Considerations

Be highly visible but not just static

Don't talk, do

Blending traditional media with dynamic platforms



Creative development

12 different creative routes were commissioned and the preferred 6 were researched

Research comprised three groups (24 people in total) between 18 - 40



Six ideas researched

Wave 1

Thank you from the future

Wave 2

My Edinburgh will...

Do something today your future will thank you for

EDINBURGH 2050

Join the conversation
www.edinburgh.org/2050
#edinburgh2050

1

THANK YOU FROM YOUR FUTURE SELF

Your ideas helped make Edinburgh a long-haul aviation hub.

Edinburgh in the future will benefit from the ideas you share with us today. Leave a lasting legacy by sharing your vision with us at edinburgh2050.org

2

£5,000 FOULING FINE FOR CITY DOG OWNERS.

Thank you from 2050.
Edinburgh in the future will benefit from the ideas you have today. Leave a lasting legacy by sharing your vision with us at edinburgh2050.org

3

IF EDINBURGH IS IMPORTANT TO YOU, TELL US WHAT MATTERS MOST.

What do you think Edinburgh should be like in the future? Tell us today. edinburgh2050.org

4

What do you think Edinburgh should be like in the future?

Share what's most important to you and let's make it happen. edinburgh2050.org

5

My Edinburgh will...

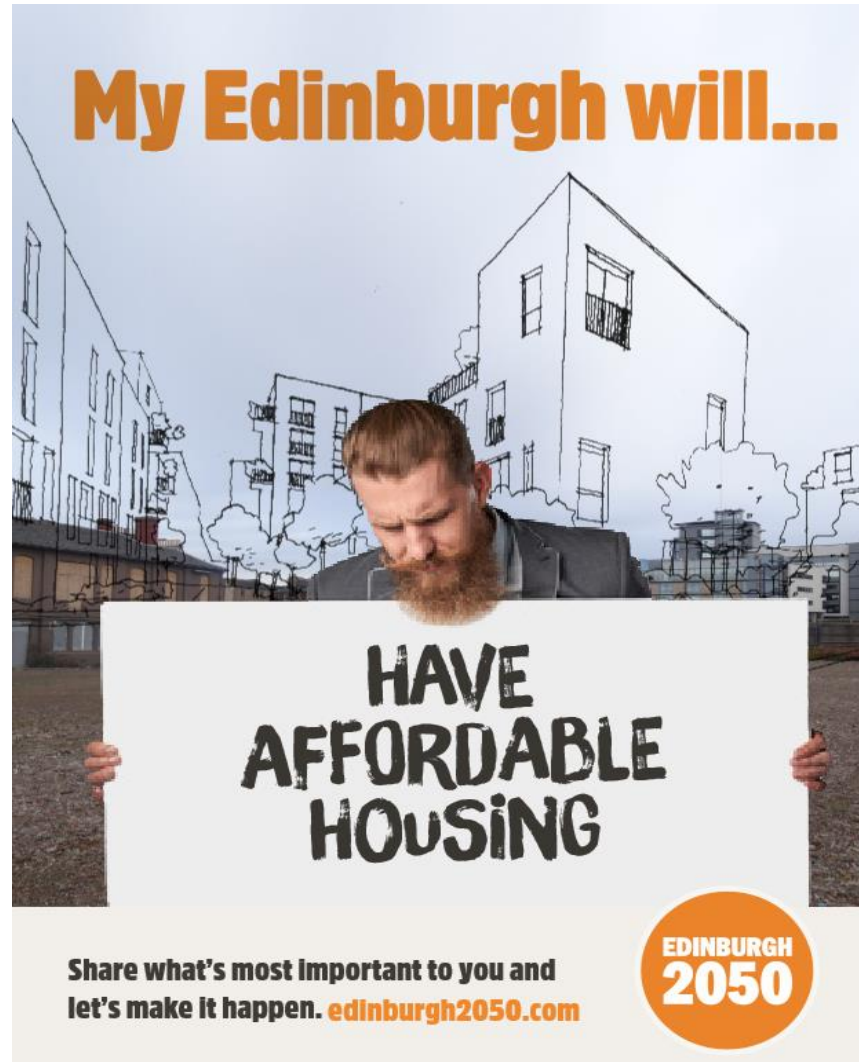
Share your ideas and let's make Edinburgh the most progressive city in Europe by 2050. edinburgh2050.org

6

Winning creative route



My Edinburgh Will...



My Edinburgh will...

HAVE AFFORDABLE HOUSING

Share what's most important to you and let's make it happen. edinburgh2050.com

EDINBURGH 2050



My Edinburgh will...

ATTRACT HIGH QUALITY JOBS

Share what's most important to you and let's make it happen. edinburgh2050.com

EDINBURGH 2050



My Edinburgh will...

BE GLOBALLY CONNECTED

Share what's most important to you and let's make it happen. edinburgh2050.com

EDINBURGH 2050

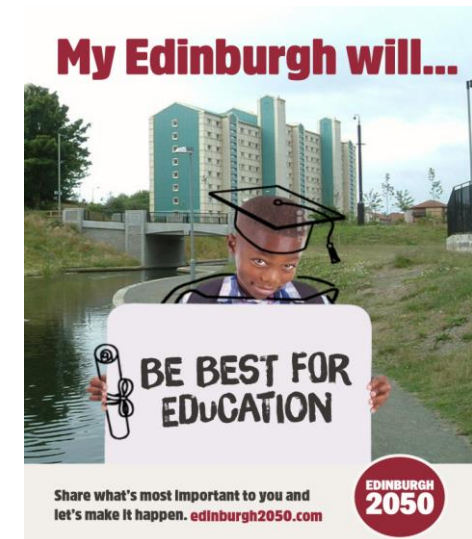


My Edinburgh will...

BE THE GREENEST.

Share what's most important to you and let's make it happen. edinburgh2050.com

EDINBURGH 2050



My Edinburgh will...

BE BEST FOR EDUCATION

Share what's most important to you and let's make it happen. edinburgh2050.com

EDINBURGH 2050

Dynamic word cloud: real time updates

My Edinburgh
will be.....

Share what's most important to you and
let's make it happen. edinburgh2050.com



**Raising
awareness**



Media rationale

Ensure that every Edinburgh resident is exposed to the campaign

Capture attention through experiences and moments of WOW

Encourage and facilitate conversation and sharing

City takeover inc digital posters




My Edinburgh will...
BE BEST FOR EDUCATION
Share what's most important to you and let's make it happen. edinburgh2050.com
2050

My Edinburgh will...
BE THE GREENEST.
Share what's most important to you and let's make it happen. edinburgh2050.com
2050

City takeover inc
digital posters

My Edinburgh will...



**ATTRACT
HIGH QUALITY
JOBS**

Share what's most important to you and
let's make it happen. edinburgh2050.com

**EDINBURGH
2050**

FORREST
CityScreen

City takeover
with
digital posters

61016

Platforms 12 to 18
Through ticket gates

Departures	On time	Subsequent Departures
15:30 Ready soon London Kings X Calling at: Paisley Gifford Newcastle Darlington York & LONDON KINGS X.	15:37 Perth Calling at: Haymarket Edinburgh Park Linlithgow Polmont Falkirk Grahamston Carnegie Larbert Stirling Bridge of Allan & DUNDEE.	15:30 via Stur Swan St. L1 Cancelled 15:40 Glasgow Flat 23 On time 15:40 North Berwick Flat 4 On time 15:45 Stur Swan St. L1 Flat 15 On time 15:48 Newcastle Flat 17 On time 15:49 via Northwell Cancelled 15:52 via Stur Swan St. L1 Flat 28 On time 15:53 Tynecastle Flat 1 On time 15:55 via Shuttle Flat 13 On time

Virgin Trains EC
Foods

ScotRail
NEW 3 COACHES

ScotRail

**My Edinburgh
will be.....**

Share what's most important to you and
let's make it happen. edinburgh2050.com



JCDecaux



Rich content

Media partnerships

Blogger / vlogger activity

Sectorial ambassadors



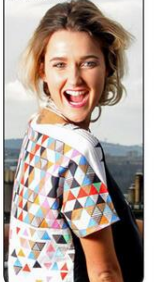
West End anger over tram invite

DAVID O'LEARY
TRADERS who have lost thousands of pounds a week because of tram works have reacted angrily to being offered a tour of the city's new tram depot. Some were left aghast after receiving an e-mail offering a chance to "experience a short journey on a tram" and a tour of the Gogar depot and control room.

Full story - Page 11

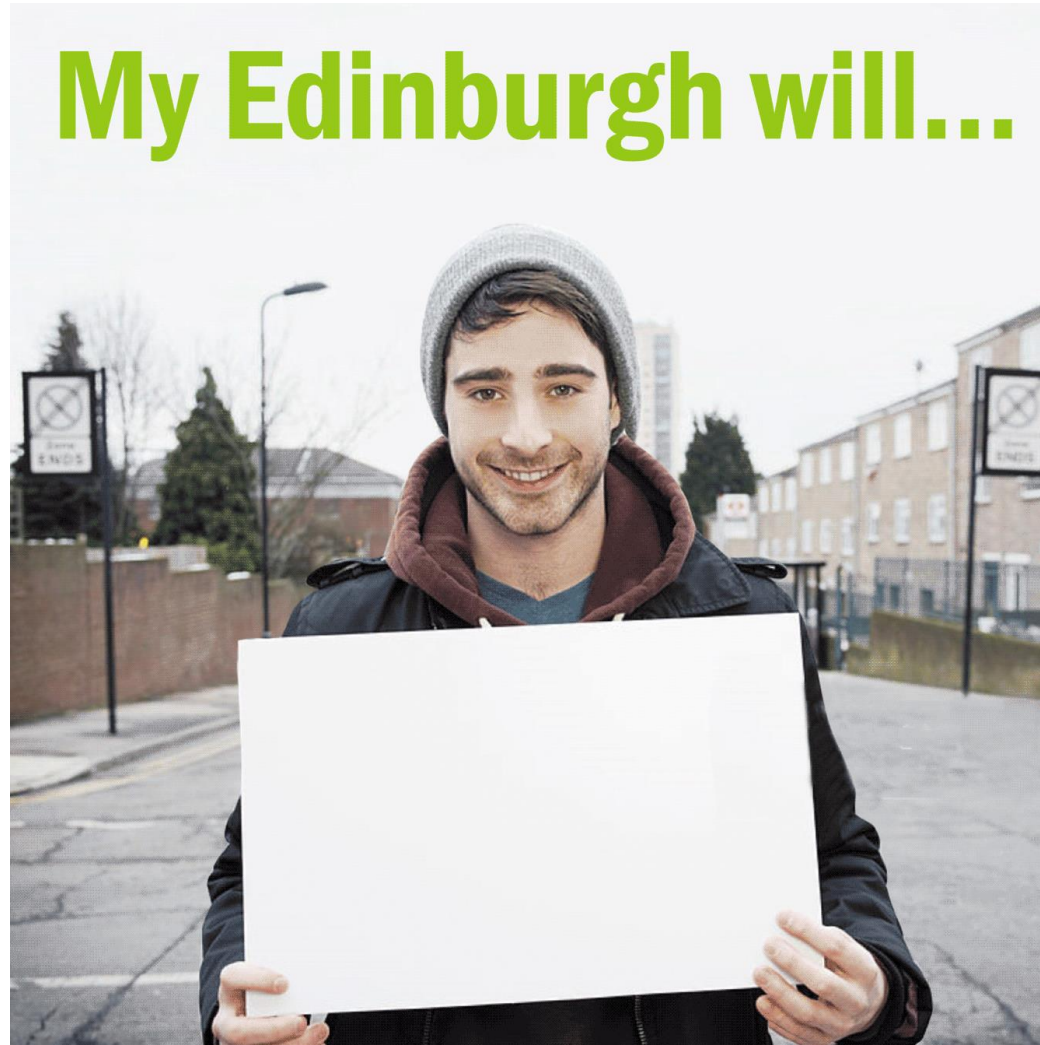
2 NIGHTS FOR THE PRICE OF 1
Great hotels in great locations
SEE PAGE 43

FASHION
How to add colour to your wardrobe
PAGES 20-21



Display advertising

My Edinburgh will...



Audience engagement



Look into the future

Creative build placed
in high-footfall area

2050 Word Cloud will be live, and
updated through real time
engagement



Be the future

Send respondents on a mission

Four lucky people will explore what other leading cities are doing. What will they learn?

To enter, one piece of social content (Gif, cinemograph, blog) is required that brings Edinburgh to life

The best become Edinburgh's 2050 explorers



Campaign microsite





Facebook



Instagram



Snapchat



Twitter



Social media polls

Social Media posts encouraging residents to share their vision

Twitter and Facebook polls so residents can vote on issues of interest to them

Display advertising



