

# City of Edinburgh Council

**10.05am, Thursday 2 May 2019**

## **2050 Edinburgh City Vision**

Item number	8.3
Executive/routine	
Wards	
Council Commitments	

### **1. Recommendations**

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- 1.1 Council is invited to note the level of response to the public engagement campaign to create the 2050 Edinburgh City Vision and the programmed activity to analyse contributions and frame the Vision.

**Andrew Kerr**

Chief Executive

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## 2050 Edinburgh City Vision

### 2. Executive Summary

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- 2.1 The City of Edinburgh Council, on 28 June 2018, agreed to contribute to a public engagement campaign to reach every resident and to invite them to inform the creation of a 2050 Edinburgh City Vision.
- 2.2 An integrated marketing campaign targeting residents in Edinburgh was run from 3<sup>rd</sup> September 2018.
- 2.3 Over 54,840 visions were received and these are currently being analysed. The analysis will inform the development of a draft City Vision. This will be road-tested with a series of focus groups prior to the City Vision being launched in September 2019.

### 3. Background

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- 3.1 The report agreed by Council on 28 June 2018 set out the background to the development of the 2050 Edinburgh City Vision. It described Edinburgh's successes and key attributes together with the growth and social pressures that also exist. Many other successful cities have used city visioning as an important part of their forward planning. Council agreed on 28 June 2018 to contribute to a public engagement campaign to reach every resident and to invite them to inform the creation of a 2050 Edinburgh City Vision

### 4. Main report

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- 4.1 The report agreed by Council on 28 June 2018 described the conversation that had been initiated about creating a vision for Edinburgh for 2050 : what priorities should the vision include and how might they be delivered. It also detailed the membership of the Steering Group supporting this activity (this is detailed as Appendix A for ease of reference).
- 4.2 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. Based on that feedback a number of broad approaches that have public and cross-sector support were evident, including:

- Edinburgh becoming carbon neutral;
- Eradicating poverty;
- Reimagining public space; and
- Making Edinburgh more caring.

4.3 These were reflected in four themes that articulated the values and purpose of the responses received:-

4.3.1 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.

4.3.2 A **Thriving** City – aspiring for Edinburgh to be a place of opportunity and ambition, where innovators and entrepreneurs can achieve prosperity and success.

4.3.3 A **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.

4.3.4 A **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.

4.4 It was considered that broad engagement with circa 10k was an insufficient basis upon which to frame a City Vision for a city with a population of 500k. Council agreed to provide a match-funded contribution of £100k to support a public engagement campaign 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.

4.5 In September 2018, Marketing Edinburgh launched the second phase of the 2050 Edinburgh City Vision campaign inviting all Edinburgh residents to share what they want the future of their city to be like. This included an ambitious aim of engaging every single school and educational institution in Edinburgh to take part and directly influence the future direction of the city.

4.6 The integrated city marketing campaign utilised digital, social, print and out of home platforms. This was supplemented with display advertising, e-newsletters, digital polls, competitions, schools' outreach and support from media partners the Edinburgh Evening News and Forth One. The city's two major football clubs also endorsed and actively promoted the campaign.

4.7 Over 54,840 visions have been submitted. These are now being analysed. Professor Martin Kornberger, Professor of Management Innovation at EM Lyon Business School and Professional Fellow at the University of Edinburgh Business School, is assisting the Council in validating the analysis of the visions and facilitating workshops with the Steering Group to translate these into a coherent vision that

encapsulates the ambition and aspirations that residents have for Edinburgh. By way of comparison, New York City's 2015 Vision 'OneNYC: The Plan for a Strong and Just New City' had 7,500 New Yorkers complete an online questionnaire.

- 4.8 Given the level of response and the commitment to test the emerging vision with focus groups, the intention is to announce the City Vision in September 2019.
- 4.9 The integrated 2050 Edinburgh City Vision marketing campaign, delivered by Marketing Edinburgh, was awarded the Digital Marketing Campaign of the Year at the Edinburgh Chamber of Commerce Awards on 28<sup>th</sup> February 2019. It has also been shortlisted for two Marketing Society Awards in the Public Sector and the PR categories.

## **5. Next Steps**

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- 5.1 The visions submitted are currently being analysed. The Steering Group has a couple of scheduled workshops to review the findings and to identify the central proposition for Edinburgh, the shared values that underpin the proposition and any elements that distinguish the 2050 Edinburgh City Vision from those of other cities.
- 5.2 Once the 2050 Edinburgh City Vision has been developed, a series of facilitated focus groups will be undertaken to ensure that this reflects the essence of the contributions received.
- 5.3 It is intended that the 2050 Edinburgh City Vision is launched in September 2019 and will include further engagement with elected members.

## **6. Financial impact**

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- 6.1 As was reported to Council in June 2018, city partners pledged significant cash and in-kind support to fund the public engagement campaign. This included £0.100m from the Council, allocated from the provisional 2017/18 underspend which was set aside within the Council Priorities Fund, which match-funded an external financial contribution predicated on that basis.
- 6.2 Partners who contributed financial or value in-kind support included ; The University of Edinburgh, Edinburgh Airport, Sir Tom Farmer, the National Library of Scotland, JCDecaux, Lothian Buses, Parabola, Morton Ward and Turkish Airlines.

## **7. Stakeholder/Community Impact**

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- 7.1 This report relates to a broad ranging public engagement campaign designed to reach all Edinburgh residents.

## **8. Background reading/external references**

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2050 Edinburgh City Vision - June 2018 Council report, item 8.8

[http://www.edinburgh.gov.uk/meetings/meeting/4442/city\\_of\\_edinburgh\\_council](http://www.edinburgh.gov.uk/meetings/meeting/4442/city_of_edinburgh_council)

## **9. Appendices**

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

**2050 Edinburgh City Vision Steering Group – Membership**

**Chair:**

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

Andrew Kerr	Chief Executive, the City of Edinburgh Council
Prof. Andrew Kerr	UK and Ireland Director for Climate-KIC
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-Fitzpatrick	Strategic Programme Manager, NHS Lothian
Liz McAreavey	Chief Executive, Edinburgh Chamber of Commerce
Sarah Hay	Student President, Edinburgh College Students Association
Rev. Scott McKenna	Parish Minister, Edinburgh Interfaith Association
John Donnelly	Chief Executive, Marketing Edinburgh