

Corporate Policy and Strategy Committee

10.00am, Tuesday 19 January 2016

Dean of Guild Courtroom, City Chambers, High Street, Edinburgh

Corporate Policy and Strategy Committee

Convener:	Members:	Contact:
Councillor Andrew Burns 	Councillors: Burns (Convener), Howat (Vice Convener), Burgess, Child, , Edie, Godzik, Ricky Henderson, Hinds, Lewis, Mowat, Main, Rankin, Rose, Ross, Rust	<u>Kirsty-Louise Campbell</u> Governance Manager Tel: 0131 529 3654
Vice Convener: Councillor Sandy Howat 		

Recent news	Background
<p><u>Conference / Civic Visit</u></p> <p>The Lord Provost, attended various events during a Cultural and Trade mission to the United Arab Emirates during 9-14 November 2015:</p> <ul style="list-style-type: none">• Abu Dhabi Science Festival• Sharjah International Book Fair• Heriot-Watt Dubai campus	Contact: <u>Alison Coburn</u>

- Etihad Airways Innovation Centre

Purpose of attendance: Edinburgh's connections with the Gulf States have grown since my first visit as Lord Provost in 2012. The most significant of these new connections are the direct flights launched by Qatar Airways and Etihad Airways from Doha and Abu Dhabi to Edinburgh.

To build on this success I travelled to the UAE to meet with senior figures as well as attend the opening of the Abu Dhabi Science Festival, which is organised by the Edinburgh International Science Festival.

Key areas that were particularly useful: It was useful to gain a deeper understanding of the role of culture within the UAE. I visited the Sharjah International Book Fair which is now the third largest in the world. I was told about various initiatives to encourage reading within Sharjah including the distribution of free books to every household in the emirate.

I also had a follow-up meeting with the Sheikh Rashid bin Humaid Al Nuaimi, Chairman of Ajman Municipality and Planning. I first met him during my visit to Ajman, March 2015.

I visited the Heriot-Watt University Dubai campus and met with the head of the campus, Prof. Ammar Kaka. It was interesting to hear about the growth of the facility which is now the largest foreign campus in Dubai with 4,000 students. They are celebrating their 10th anniversary this year and I was able to present awards and certificates.

I was invited by Edinburgh firm Thomas & Adamson to visit their office in Abu Dhabi. During the visit I was invited to present their regional manager Zander Muego with a long service award. Zander is from Edinburgh and joined Thomas & Adamson from Tynecastle High School 16 years ago. It was great to hear about the company's success in the region.

Zander was with me when I was shown around the Etihad Airways Innovation Centre. Thomas and Adamson were involved in the construction of the centre which showcases the latest innovations from the customer focused airline.

I opened the Abu Dhabi Science Festival alongside Sheikh Nahyan bin Mubarak Al Nahyan the Minister for Culture, Youth, and Social Development. I met Sheikh Nahyan bin Mubarak Al Nahyan during a previous visit and joining him for a tour of the

science festival which was extremely high profile and interesting.

Finally, I met with H.E. Hoda Ibrahim Al Khamis Kanoo the founder of the Abu Dhabi Music and Arts Foundation. I've now met Mrs Kanoo a number of times and we discussed further cultural links between Edinburgh and Abu Dhabi.

The presence of an officer from Economic Development helped to explore potential economic ties. Also, the Director of the Edinburgh International Science Festival, Dr Simon Gage, was present for the majority of these meetings. He was in a position to discuss potential cultural collaborations which will strengthen Edinburgh/UAE links.

The high-profile visit was well reported within the local press and on social media. It has helped to form a relationship between Edinburgh and the UAE which if not unique is extremely rare. The relationship started in 2012 and this visit both confirmed and deepened the connections between the UAE's capital Abu Dhabi as well as the Emirates of Ajman, Sharjah and Dubai. With financial contributions coming from third parties the visit was good value for money for the City of Edinburgh Council.

Benefits of attendance for the Council, including relevance to key Council priorities and Pledges: The visit to Abu Dhabi provided a good opportunity to meet with senior UAE figures. This helped to further raise Edinburgh's profile within the UAE and will help to attract additional visitors and investment. An officer from Economic Development also joined the visit in order to help transform the new civic connection into economic benefits.

The UAE is an important source of investment into the UK. Raising Edinburgh's profile will attract additional investment, which in turn will create jobs in the city.

**EUROCITIES Annual Meeting and Conference 2015:
Malmo/Copenhagen - Councillor Frank Ross**

The EUROCITIES AGM is the key annual decision-making and networking event of the Association, of which Edinburgh has been a member since 1991. EUROCITIES is the influential network of major European cities, bringing together the local governments of over 130 of Europe's largest cities.

Contact: [Alison Coburn](#)

The overall theme of the annual conference was “Living cities – sustainable growth and quality of life”. This included the EUROCITIES Awards focused on four themes: urban mobility, air quality, employment and attracting investment to cities.

The event was attended by over 400 representatives of city authorities from across Europe.

Purpose of attending: To represent the Council at the annual general meeting and conference of the EUROCITIES association.

Eurocities Awards ceremony: accepted trophy on behalf of the city for the winning *Edinburgh in Bloom* initiative. The *Edinburgh Guarantee* was also successful in reaching the shortlist. Both projects were showcased in films screened during the event, securing high visibility for the city and the Council.

Attended the EUROCITIES Executive Committee meeting to present Edinburgh’s bid to host the EUROCITIES 2017 annual conference. Although Ljubljana was selected, our application received extremely positive feedback with strong encouragement from Committee member cities to bid again to host the EUROCITIES 2018 conference.

Spoke on the round table panel sharing European cities’ experiences of securing local economic development and investment, including innovative funding methods.

Contributed to the political debate on cities and refugees, discussing with city leaders from around Europe the issues and challenges confronting our cities; Participated in the private political session when city mayors discussed the role of cities in global climate actions just weeks ahead of the COP 21 negotiations in Paris.

At AGM voted in the elections for the President, Vice-President and executive committee members of the association and approved the EUROCITIES work programme for 2016.

Key areas that were particularly useful: Milan’s Eurocities Awards winning integrated mobility sharing programme. It has reduced traffic in the city centre by nearly 30% and reinvested congestion charge revenues into public transport and the reuse of public spaces as cultural and creative pedestrian areas.

A thought-provoking presentation from the keynote speaker, Philipp Rode, Director of LSE cities. Key points included:

- European model of compact, connected and coordinated cities, with urban growth built around mass public transport, creates cities that are economically dynamic, accessible and sustainable with higher quality of life and lower emissions;
- phenomenon of 're-urbanisation' with evidence of a 'return to the city' and greater growth in the core of cities;
- correlation between urbanisation and national economic prosperity: key role of cities in generating growth
- even though cities occupy just 0.5% of the world's surface, they are home to over 50% of the world's population and generate 80% of global GDP.

The renewal of Copenhagen's Vesterbro meatpacking district into a vibrant district encompassing food companies, market, creative industries, restaurants and former Øksnehallen cattle station. Latter has been converted into an impressive conference & exhibition hall venue used during the EUROCITIES conference.

Copenhagen's international recognition as a pioneering sustainable city with impressive cycling infrastructure and ambitious green goals.

Benefits of attendance for the Council, including relevance to key Council priorities and Pledges:

Raised the international profile of the city; promoted Edinburgh expertise, including showcasing the winning Edinburgh in Bloom and shortlisted Edinburgh Guarantee projects at the EUROCITIES Awards ceremony with press/social media coverage. This has generated interest in Edinburgh's good practices – eg the City of Kiel is intending to transfer the Edinburgh Guarantee concept to their city.

Met with peers in other European cities, exchanged experiences/ know-how, connected with partner cities and prospective EU bid partners for future EU bid development and collaborative projects.

Gained new insights and learning about good practices in service delivery and city development in European cities (eg urban renewal, sustainability and mobility initiatives).

Renewed contacts, gained updates on EUROCITIES activities and strengthened working relations with the organisation.

Informed development of a refreshed plan for Council engagement within the network aimed at further harnessing opportunities from membership, raising Edinburgh's international competitive profile alongside other large European cities.

World Creative Economy Summit, Shanghai – 7 – 10 November 2015

Contact: [Alison Coburn](#)

Attended by Councillor Richard Lewis

Purpose of attending

As Festival and Events Champion and Convener of Culture and Sport, I was invited by the Glorious Sun School of Business and Management of Donghua University and the Economy Committee of Shanghai Creative Industry Association to attend this summit. I gave an introductory speech, followed by a keynote speech, entitled *Creative Edinburgh: Festival City*, to showcase Edinburgh's cultural and creative industries to an audience of around 300 local and international delegates.

Attendance at the Summit provided an opportunity to network with Shanghai's senior arts administrator, senior members of Donghua University, emerging creative industry leaders and entrepreneurs, and to hear how culture has contributed to Shanghai's rapid growth in GDP in recent years.

Key Areas

The principal drivers for attendance were:

- opportunity to profile Edinburgh's cultural and creative industries success on an international stage at a high profile summit
- opportunity to have one to one meetings with the leading Shanghai arts administrator, the Artistic Director of the Center for China Shanghai International Arts Festival, creative industry entrepreneurs and summit delegates.
- opportunity to build on existing links between Edinburgh and Shanghai, and explore possible partnerships and cultural exchanges.

Benefits of attendance for the Council, including key Council Priorities and Pledges

The summit provided the opportunity to showcase and share innovative approaches to cultural planning and cultural sector engagement, and the impact and use of new technology to enhance the tourist offer.

Delegates and speakers explored how the Chinese creative industries are embracing new technology to support economic growth. It also provided an insight into China's new 5 year plan and the way in which creative industries support its economy .

On the second day of the summit, I was able to visit the creative industry park in Shanghai. After a tour of the Human Digital Technology company, which uses 3D technology to personalise the design of clothes for individual customers, I met with the Company's Chief Executive, Mack Xin. There was also an opportunity to meet the senior official of Nanxiang province and discuss the potential of a creative industry network between Edinburgh and Shanghai , the establishment of a cultural office in Nanxiang for the development of business opportunities and to act as a business gateway for Edinburgh companies and cultural organisations.

Following a visit to the oldest library in Shanghai, I had a separate meeting with Liu Wengo, Artistic Director of the Shanghai International Arts Festival, with whom I discussed opportunities to bring the very best of Chinese culture to Edinburgh and how Edinburgh's cultural practitioners might exhibit or perform in Shanghai.

The insights and possible partnerships have been shared with Marketing Edinburgh, City Strategy and Economy, Festivals Edinburgh and Edinburgh Airport.

Forthcoming activities:
