



**Corporate Policy and Strategy Committee**

**10.00am, Tuesday 12 April 2016**

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

# Corporate Policy and Strategy Committee

Convener:	Members:	Contact:
<p>Councillor Andrew Burns</p>  <p>Vice Convener: Councillor Frank Ross</p> 	<p>Councillors: Burns (Convener), Ross (Vice Convener), Barrie, Burgess, Child, Rust, Edie, Godzik, Ricky Henderson, Hinds, Lewis, Mowat, Main, Rankin and Rose,</p>	<p><a href="#">Kirsty-Louise Campbell</a> Interim Head of Strategy and Insight Tel: 0131 529 3654</p>

Recent news	Background
<p><b><u>Conference / Civic Visit</u></b></p> <p>A Report on the Lord Provost’s overseas travel to Australia and New Zealand with the Royal Edinburgh Military Tattoo in his role as Chair of the Board of Directors of the REMT and civic leader of the city of Edinburgh is attached to this bulletin. The travel comprised a comprehensive programme lasting two weeks and including civic events, meetings, attendance and hosting duties during performances, as outlined in Report to Committee on 26 January 2016. This report outlines the benefits and outcomes of the visit</p>	<p>Contact: <a href="#">Alison Coburn</a></p>

**Forthcoming activities:**

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**CONFERENCE/CIVIC VISIT FEEDBACK FORM**

<b>Report by Councillor:</b> Lord Provost Donald Wilson	
<b>Event name and location:</b> Travel to Australia and New Zealand with Royal Edinburgh Military Tattoo	
<b>Authorising Committee:</b> Corporate Policy and Strategy Committee	
<b>Event organisers:</b> Royal Edinburgh Military Tattoo, CEC External Relations team	
<b>Nature of event e.g. conference /seminar, civic event.</b> Travel overseas – visit programme lasting two weeks and including civic events, meetings, attendance and hosting duties during performances.	<b>Date(s) of attendance:</b> 10 – 22 <sup>nd</sup> February
<p><b>Purpose of attending:</b></p> <p>Participation in an overseas visit programme in February 2016 as part of the Royal Edinburgh Military Tattoo (REMT) tour to Australia and New Zealand. The tour included performances and events in Melbourne and Wellington in the Lord Provost’s role as Lord Lieutenant and Chair of the Board of Directors of the REMT, as well as a visit to Edinburgh’s twin city Dunedin in the Lord Provost’s role as Edinburgh’s civic leader.</p> <p>The objective of this trip was, as is always the case for the Lord Provost, to promote and profile the City at home and abroad, this being one of the core objectives of the Civic Leader.</p> <p>The central events were the performances of the REMT, almost all of which were sell-out performances (166,000 tickets sold in Melbourne and over 84,000 in Wellington) with an enormous economic and cultural benefit to both cities. The purpose of this report is to note the additional civic and economic objectives which were achieved for Edinburgh around the central activity of the Tattoo performances.</p>	

**Key areas which you found particularly useful:**

Dunedin has been twinned with Edinburgh since 1964 and recent activities include Edinburgh artists being invited to perform at Dunedin's St Andrew's Day celebrations in a public event in November 2015 as well as a performance involving Dunedin artists in Edinburgh in February 2016.

While in Dunedin the Lord Provost was able to conduct discussions with the Mayor of Dunedin in which he passed on goodwill wishes from citizens of Edinburgh and explored the best ways of continuing the relationship to the benefit of both cities, particularly through using the shared UNESCO City of Literature designation. Indeed, the trip allowed the Lord Provost to visit two UNESCO Cities of Literature – Dunedin and Melbourne. This has come at a time when the network, which was started in 2004 by Edinburgh, has seen an unprecedented international expansion with 9 new cities joining in December 2015 bringing the membership up to 20 cities across the world.

As the founding city of the Creative Cities network, it is significant that the Lord Provost was able to meet with the offices of two other designated cities and to hear about what projects have been developed and executed there, particularly in Edinburgh's twin city Dunedin.

The Dunedin programme included a City of Literature reception, including recital of a specially written poem by the Edinburgh Makar Christine de Luca, a visit to the key areas in Dunedin with Edinburgh legacies, such as the "Water of Leith" and "Corstorphine" and including the Edinburgh Room in the Dunedin City Chambers with a painting of the meeting of the young Sir Walter Scott and Burns in a house in the New Town of Edinburgh. Further details of the connecting histories were presented and are held on file, demonstrating the pride in, and enthusiasm for, their twin city link.

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

Attendance by the Lord Provost at these events provided the Council with a channel for engaging and consulting on Edinburgh's festivals, and other cultural, tourism and economic opportunities. It allowed the Lord Provost to raise the profile of the City internationally on a platform that any other city in the world could only dream of.

**Coalition pledges met:**

**P15** - Work with public organisations, the private sector and social enterprise to promote Edinburgh to investors

**P31** - Maintain our City's reputation as the cultural capital of the world by continuing to support and invest in our cultural infrastructure

**Council outcomes:** CO7, CO8, CO26

**Single Outcome Agreement 1** - Edinburgh's economy delivers increased investment, jobs and opportunities for all

Participation in the tour programme helped to promote Edinburgh's cultural success internationally, and thus also supported the objectives of Thundering Hooves 2.0, Desire Lines, and the Council's Culture Plan.

Further, the visit achieved positive international profiling and media coverage of the REMT's tour and the Lord Provost's visit as well as invigorated connections with Australia and New Zealand.

In addition to playing a role in the official REMT programme with hosting duties, the Lord Provost as civic leader and ambassador participated in courtesy calls with the Mayors of Melbourne, Wellington and Dunedin during the visit and conducted meetings with cultural, arts and heritage representatives and officials in those cities.

The City of Dunedin has been a twin city of Edinburgh's since 1964 and the Lord Provost's visit signified Edinburgh's commitment to the relationship and presented an opportunity to share an exchange of objectives and priorities for future cooperation.

The Lord Provost's visit capitalised on cooperation with Visit Scotland, UK Trade and Investment (UKTI), Scottish Development International (SDI) and the "Britain is GREAT" Marketing Campaign who were all present and supporting the tour in both Australia and New Zealand. The engagement of Edinburgh was arranged with partners in this wider programme of events so that the city was effectively promoted to maximum advantage.

The Lord Provost took part in meetings with the Mayors, Councillors, officers and heads of relevant organisations in each city and was given tours showcasing work that had been done in economic development, heritage management and other areas of shared interest. This also provided the opportunity to share best practice and to talk about the work that has been ongoing in Edinburgh in various areas.

In Melbourne there was the opportunity to learn about public building management and the Lord Provost was also impressed and interested to see the way Melbourne has created vibrant community spaces in disused and previously unlit and unsafe lanes in the city centre and to learn about how this had boosted after-hours sense of community and street life. Additionally, the city not only boasts the most extensive tram network in the world but trams are also free in the town center. The Lord Provost was also given an understanding of how the city had incorporated new buildings in the architecture of old buildings and learned about how an extensive riverside development had boosted the economy and quality of life in the city, a very interesting international case study.

In Wellington the Lord Provost met with the Director and Artistic Director of the New Zealand Festival as well as the Chair of Tourism NZ who spoke about the economic benefits of festivals and culture and what is meant for tourism in the country. The Lord Provost was able to visit the "Tech Hub", an innovative community space facilitating tech startups and development, while also meeting the Councillor for Economic Growth and Arts and the Chair of the Wellington Regional Economic Development Agency to hear about the city's strategy for economic growth and the projects being implemented to that end. This provided an excellent opportunity for international learning and exchange of best practice. In an additional meeting the Lord Provost met with the head of the Wellington Environmental Protection Authority. The Salute Taker The Opening Night Performance in Wellington was the Governor General Lt. General the Right Honorable Sir Jerry Mateparae who was hosted by the Lord Provost at the stadium.

In Wellington a business breakfast was hosted by the High Commissioner for the Lord Provost and the UK Asia Pacific Minister Hugo Swire MP and was attended by Mayors from all over NZ. The round table discussion included investment in the UK.

The Lord and Lady Provost were given a traditional Maori welcome (Powhiri welcome) in the Westpac Stadium in Wellington, with over 200 representatives from all the tribes of New Zealand. The Lord Provost participated in the Hakka ceremony, and made a speech to the tribal leaders thanking them for the welcome and extending Edinburgh's friendship, through a hymn in response to beautiful Maori songs.

In Dunedin the Lord and Lady Provost toured an area subject to substantial urban regeneration and took in the international learning opportunity with interest while observing the progress that was being made and how rapid the development was. They were given a tour of the city's Toitu Museum and also shown a city of literature innovation that saw old parking meters being re-used to dispense poetry from all over the world. In addition the Lord Provost visited the Edinburgh Room in the City Chambers and met with the Mayor, Deputy Mayor and Councillors to discuss a variety of topics of importance to the City.

In terms of civic activity in both cities, the Lord and Lady Provost were welcomed by the Mayors of all three cities at official receptions. They ceremoniously presented the Pooley Sword to the Mayors of Melbourne and Wellington in the stadiums on performance nights, signifying friendship between the cities. The Lord Provost delivered speeches on a number of occasions, highlighting Edinburgh's position on the world stage, communicating the good wishes of its citizens, applauding the REMT for the success of the tour and celebrating culture as both a diplomatic and economic tool.

**Additional comments:**

An iconic tour by such a valued institution as Edinburgh's Military Tattoo helps put Scotland's capital city on the map and there is no doubt that the presence it commanded in Australia and New Zealand acted as a superb advertisement for the city and for Scotland as a whole. It provided the platform for the Lord Provost to highlight Edinburgh as a global destination for culture and heritage and the collaboration between UKTI, SDI, Britain is GREAT and Visit Scotland also allowed the Lord Provost to showcase the city as a destination for investment.

This busy two weeks represented a major opportunity to develop economic and cultural links between Australia, New Zealand and Scotland and specifically between Edinburgh, Melbourne, Wellington and Dunedin.

The Lord Provost additionally noted that the importance placed upon links with China in the Asia-Pacific region, which was particularly noticeable during the time of Chinese