

# Policy and Resources Committee

10am, Thursday 11 June 2020

## 2050 Edinburgh City Vision

Executive/routine  
Wards  
Council Commitments

### 1. Recommendations

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Committee is invited to:-

- 1.1 welcome and endorse the 2050 Edinburgh City Vision (Appendix A) finalised by the Steering Group of city partners (details of membership form Appendix B);
- 1.2 note that Committee agreed on 28 May 2020 that values of the 2050 Edinburgh City Vision should be central to the Council's Adaptation and Renewal programme;
- 1.3 agree that the Lord Provost should sign and commit City of Edinburgh Council to the 2050 Edinburgh City Vision Charter (Appendix C); and
- 1.4 note that an annual conference of youth representatives will consider progress towards delivery on the 2050 Edinburgh City Vision and reported back to Committee.

**Andrew Kerr**

Chief Executive

Andy Nichol, Programme Manager (PMO) Edinburgh & South East Scotland City Region Deal /  
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## 2050 Edinburgh City Vision

### 2. Executive Summary

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- 2.1 The City Vision process started in late 2016. Since then there has been significant and ongoing stakeholder and public engagement to develop a Vision for the City. In 2018 a public engagement process was undertaken to add to the 10,000 inputs gathered from the citizens of Edinburgh in the previous two years. The level of response received to the public engagement campaign is higher than any other public engagement activity ever undertaken by the Council. In this process there has been clear consensus throughout from the people of Edinburgh that took part on the themes and values considered most important to guide the future direction of the city. These have been crystallised into a 2050 Edinburgh City Vision by the Steering Group made up of key individuals from a wide variety of organisations and across a wide range of demographics.
- 2.2 Work is already progressing on adaptation and renewal both across the Council and with key city partners and emerging findings from the city vision process have been informing the council's policies and strategies. The principles and values encapsulated within the 2050 Edinburgh City Vision resonate with views being reflected throughout the Covid-19 lockdown. The 2050 Edinburgh City Vision should be central to the city's economic and social recovery, guiding the radical change and strategic outcomes that citizens have told us that they want.

### 3. Background

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- 3.1 In 2016, the city of Edinburgh began a conversation about creating a shared vision for Edinburgh in 2050. A steering group was created to ensure a broad representation of public, private and third sector interests were involved in leading that conversation. Following extensive engagement with stakeholder organisations in 2016 and 2017, the steering group determined that extensive public engagement was necessary to increase awareness, to enable more people to have their say on the vision, and to build public buy-in and support for the eventual vision that was created.
- 3.2 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. A city vision has the potential to bring together powerful and influential organisations to achieve what none could do individually and 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.

- 3.3 Council noted, on 2 May 2019, 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. Council agreed that the four broad approaches identified in the first round of public engagement, including ‘Edinburgh becoming carbon neutral, eradicating poverty, re-imagining public space, and making Edinburgh more caring’ should be fully reflected in the final City Vision. Council also agreed that the findings from the analysis of the second round of public engagement be reported to the Corporate Policy and Strategy Committee before the draft City Vision is finalised for recommendation for approval. Policy and Sustainability Committee noted a report on 6 August 2019 which summarised submissions received during the “My Edinburgh Will Be...” public engagement campaign that took place in 2018 and 2019.
- 3.4 Policy and Sustainability Committee agreed on 28 May 2020 that values of the 2050 Edinburgh City Vision should be central to the Council’s Adaptation and Renewal programme.

## 4. Main report

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- 4.1 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.
- 4.2 These were reflected in four themes that articulated the values and purpose of the responses received:
- 4.2.1 **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;
- 4.2.2 **A Thriving City** – aspiring for Edinburgh to be a place of opportunity and ambition, where innovators and entrepreneurs can achieve prosperity and success;
- 4.2.3 **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;

4.2.4 **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.

4.3 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.

4.4 In September 2018, a second phase of the 2050 Edinburgh City Vision campaign invited 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.

4.5 As previously reported to Council, 21,729 submissions were received to the 2018/19 public engagement containing 54,480 distinct visions. This level of response is higher than any achieved by any previous engagement activity conducted by the City of Edinburgh Council. An analysis of these submissions was provided to this Committee on 6th August 2019. The key themes which emerged from individuals submitted their visions for the city were;

4.5.1 **Appearance of the city** – participants mentioned clean more than any other word, and also wanted the city to be green and litter-free;

4.5.2 **Liveability** – all aspects of living in a place featured prominently in feedback, especially safety, happiness, being welcoming, affordable, having good employment, education and public transport;

4.5.3 **Sustainability** – younger participants were especially concerned about single-use plastics, but the environment, pollution, wildlife, parks, and electric vehicles were all things participants wanted to see addressed in the city vision;

4.5.4 **Housing** – homelessness was a major issue for participants, along with affordable housing in general. The cost of staying in Edinburgh was something even younger children seemed to be aware of and concerned about;

4.5.5 **Fairness** – different aspects of fairness were mentioned in feedback, including fair, diverse, affordable, welcoming and accessible.

4.6. The 2050 Edinburgh City Vision Steering Group crystallised those themes and responses into the 2050 Edinburgh City Vision appended to this report. Edinburgh residents told us that they wanted their city to be **fair, pioneering, welcoming and thriving – a city that belongs to all of us, and where we all belong**. The central principles are –

4.6.1 **Fair** – Edinburgh's residents have called for a more **inclusive, affordable and connected** city where support is given to those who need it most.

- 4.6.2 **Pioneering** – seeing our local economy lead the way in **culture, data and business**;
- 4.6.3 **Welcoming** – Edinburgh is an incredible place to live, work, study and visit and we need to ensure the people that live here are **happy, safe and healthy**; and
- 4.6.4 **Thriving** – the health of our people and our planet is important, so we need to make sure Edinburgh is **clean, green and sustainable**.
- 4.7 Given that Edinburgh’s success in becoming the city that it aspires to be in 2050 is of greatest relevance to the city’s younger demographic, it is proposed that they have a role in governing progress via an annual conference.
- 4.8 Since the Steering Group finalised the 2050 Edinburgh City Vision, the COVID-19 crisis has presented the city with one of its biggest social and economic challenges. Lessons from recovery efforts after other major crises are that a clear vision for what the city is looking to achieve is a very strong factor in the eventual performance of any post crisis response.
- 4.9 Instead of rebuilding Edinburgh in the same way that we have done, we have to go forward with the knowledge that we already have and apply it to this situation, using the 2050 Vision’s four principles as the basis for the city that we want to create over the next 30 years. There has been clear consensus from citizens on the values that they wanted to see represented in an Edinburgh 2050 vision and these have resonated with views being reflected during lockdown.
- 4.10 The development of the 2050 Edinburgh City Vision provides the groundwork for citizens’ ambitions and Committee agreed on 28 May 2020 that it should be the cornerstone of the Adaptation and Renewal Programme, guiding Edinburgh’s social and economic recovery to deliver the radical change and strategic outcomes that Edinburgh’s public, partners and stakeholders have told us that they want.

## 5. Next Steps

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- 5.1 That the Lord Provost signs the 2050 Edinburgh City Vision Charter on behalf of City of Edinburgh Council.
- 5.2 That the values of the 2050 Edinburgh City Vision should be central to the Council’s Adaptation and Renewal programme.
- 5.3 Agrees that a youth council should provide annual oversight of progress towards delivery on the 2050 Edinburgh City Vision.

## 6. Financial impact

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- 6.1 There are no financial implications.

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

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- 7.1 The 2050 Edinburgh City Vision has been developed following extensive stakeholder engagement, a broad ranging public engagement campaign designed to reach all Edinburgh residents and has been overseen by a steering group of city partners.

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

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- 8.1 Policy and Sustainability Committee – 6 August 2019  
[Summary of 2050 Edinburgh City Vision Feedback - Policy and Sustainability Committee 6 August 2019](#)
- 8.2 Council – 2 May 2019 [2050 Edinburgh City Vision report - Council 2 May 2019](#)
- 8.3 Council – June 2018 [Edinburgh 2050 City Vision - Council 28 June 2018](#)

## **9. Appendices**

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Appendix A – 2050 Edinburgh City Vision

Appendix B – details of the 2050 Edinburgh Steering Group

Appendix C – 2050 Edinburgh City Vision Charter

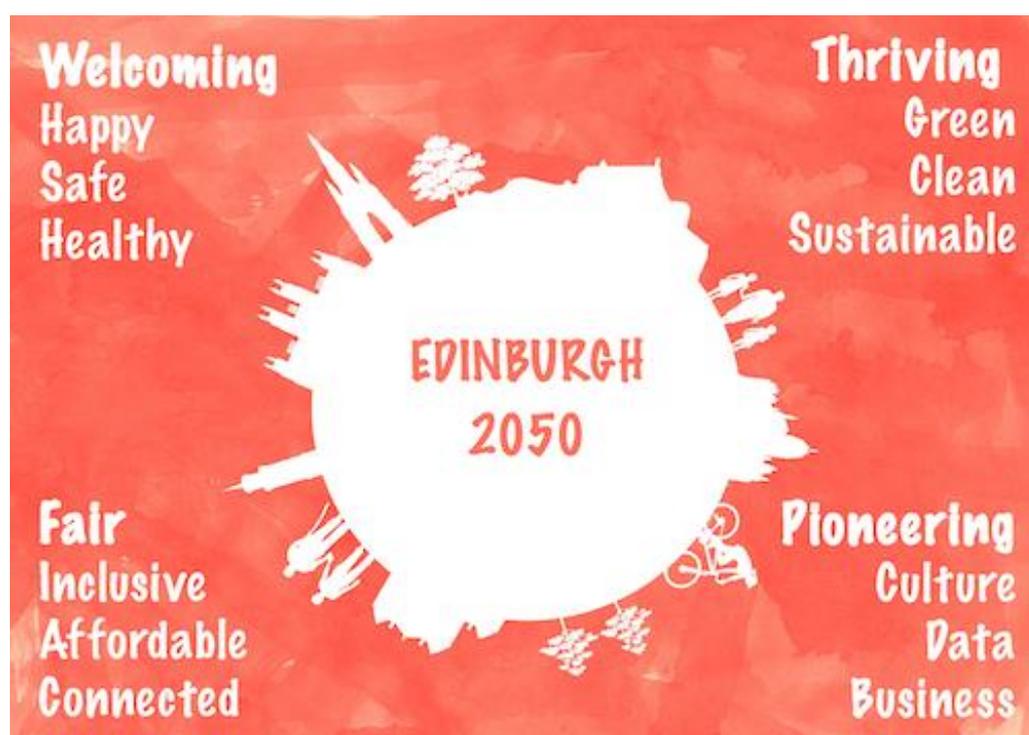


## Edinburgh Vision 2050

We spent 24 months listening to more than 20,000 citizens and collecting over 50,000 visions of Edinburgh's future. Their voices have been distilled into one, unified vision:

### Our city in the words of our citizens: The values Edinburgh's people shared

Our vision tells the story of a pioneering, welcoming, thriving and fair city that belongs to all of us - and where we all belong.



### Our values in our hands: Guiding principles for becoming our best Edinburgh

To build Edinburgh's bright future, our institutions and our citizens will pledge to embrace three guiding principles:

**Community led** – power and responsibility for change will be shared with citizens, thanks to voluntary changes from all sectors. Community representatives will have a place at the table and will be given the opportunity to drive change.

**Cohesive** – a sense of togetherness and open communication is essential in helping us all work together to create a bright future for Edinburgh.

**Collaborative** – ensuring we are all included in decisions about Edinburgh and its citizens is key. Our sectors are varied and valuable, we'll foster ways to help them complement each other.

**2050 Edinburgh 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	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
Carla Ford	Student President, Edinburgh College Students Association

**2050 Edinburgh City Vision Charter** (draft Charter inserted on the next page)



# EDINBURGH 2050 **Edinburgh City Vision**

As an organisation, we commit to reflect the Edinburgh 2050 City Vision principles in all that we do, ensuring that all future plans and actions are:

## **FAIR**

**We will** create a more inclusive, affordable and connected city where opportunities are available to all and support is given to those who need it most.

## **PIONEERING**

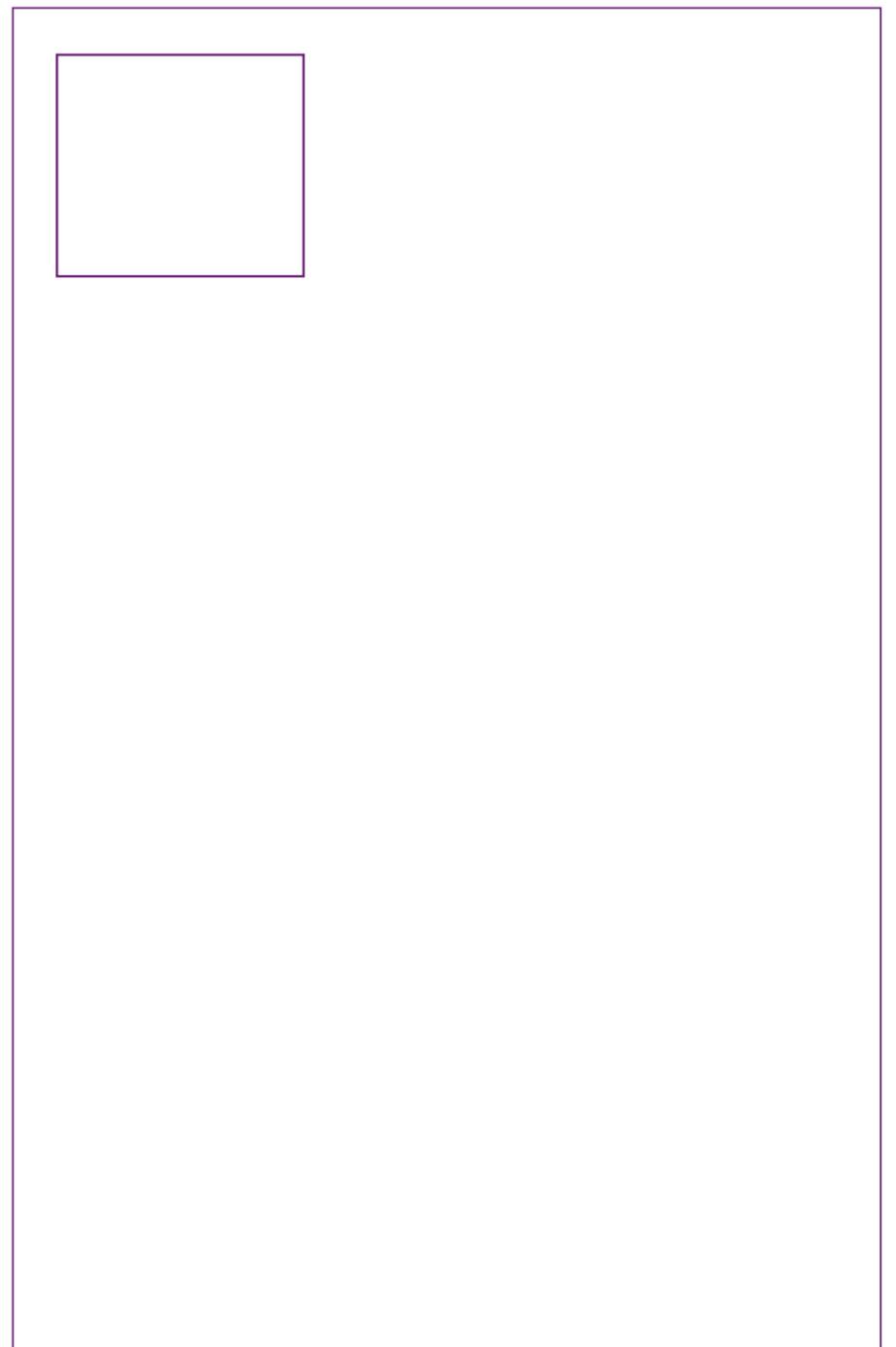
**We will** help our local economy and society to prosper leading the way in culture, data and business.

## **WELCOMING**

**We will** strive to ensure Edinburgh's citizens are happy, safe and healthy – a place where citizens belong and visitors are welcomed.

## **THRIVING**

**We will** deliver a low carbon, clean, green and sustainable city.



**John Smith**  
Chief Executive  
An Organisations

**What will your future Edinburgh be like?**  
[edinburgh2050.com](http://edinburgh2050.com)

