Policy and Sustainability Committee

10am, Tuesday, 6 August 2019

Summary of 2050 Edinburgh City Vision feedback

Executive/routine
Wards
Council Commitments

1. Recommendations

1.1   It is recommended that the Committee note the contents of this report.

Andrew Kerr

Chief Executive

Contact: David Porteous, Strategy Manager (Insight)

E-mail: david.porteous@edinburgh.gov.uk | Tel: 0131 529 7127

Report

Summary of 2050 Edinburgh City Vision feedback

2. Executive Summary

2.1   A report on the submissions received as part of the 2050 Edinburgh City Vision process was requested to come to the Corporate Policy and Strategy Committee by Council on 2 May 2019. Council approved the following adjusted motion by Councillor McVey:

"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.

Notes 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' and agrees these should be fully reflected in the final City Vision.

To agree that the findings from analysis of the second round of public engagement are reported to the Corporate Policy and Strategy Committee at the earliest opportunity before the draft City Vision is finalised for recommendation for approval."

2.2   This report therefore summarises all 21,729 submissions received during the "My Edinburgh Will Be…" public engagement campaign that took place in 2018 and 2019.

3. Background

3.1   In 2016, the city of Edinburgh began a conversation about creating a shared vision for Edinburgh in 2050. A city vision has the potential to bring together powerful and influential organisations to achieve what none could do individually, and it calls on citizens to shape their future and commit to something of long-term significance.

3.2   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.

3.3 In 2018 a major public engagement and awareness raising campaign (My Edinburgh Will Be…) was launched. City partners contributed cash and in-kind support of a value of £500k to support this activity. This included a match-funded financial contribution of £0.1m from the City of Edinburgh Council. This campaign encouraged people to submit their own vision for 2050 and react to ideas from previous stages of discussion.

4. Main report

4.1 21,729 submissions were received to the 2018/19 public engagement. Based on Marketing Edinburgh's analysis of these submissions, it was previously reported to Council that these contained 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.

4.2 A limited number of demographics were captured for participants to minimise the risk of non-participation. Those demographics break down as follows:

4.2.1 89.6% of participants were noted as Edinburgh residents, while 10.4% were resident elsewhere or did not state where they lived.

4.2.2 There were 1.12 female participants for every male participant, which is close to the actual population of Edinburgh (1.04 females to males). 48.4% of participants were female, 43.3% were male, 0.9% identified as having a non-binary identity, and the remainder declined to answer.

4.2.3 Due to extensive engagement with young people, participants were on average younger than the population as a whole. 70% of participants (15,169) were under the age of 18 with 48.7% (10,585) being under the age of 12.

4.2.4 The 6,560 participants aged 18 and over show a typical age distribution for public engagement activity, with the smallest response being from those aged 75 and over (101 participants). This is shown in Appendix 1.

4.3 There are some considerations which arise from this participation. In summary:

4.3.1 Most participants were residents, rather than visitors or those who work in Edinburgh but live elsewhere. Feedback may potentially understate the importance of the city as a place to work, invest, or study, or its function as Scotland's capital. Stakeholder feedback from earlier engagement exercises should therefore be considered alongside citizen feedback.

4.3.2 A breakdown of key word use by age group is shown in Appendix 2. There was substantial consensus across age groups on most issues, however younger people appear to be more strongly influenced by socially responsible messages from parents and teachers. Young people were five times more

likely than any other age group to list safety as part of their vision, and were more likely to mention littering and smoking than other age groups.

4.4 The key themes which emerged from individuals submitted their visions for the city were:

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

- **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.

- **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.

- **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.

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

4.5 After submitting their own vision for the city, participants using the campaign website were invited to react to a series of ideas which had emerged from earlier stakeholder engagement. 2,688 participants gave their views on these ideas, and the level of support for each one is shown by age group in Appendix 3.

4.6 In summary, while all ideas were supported by a majority of participants:

4.6.1 Participants were **extremely** supportive of employment opportunities for all; a green city with more plants and trees in all areas; world class education; eliminating poverty as we know it today; and eliminating the stigma attached to mental or physical ill-health.

4.6.2 Participants were **very** supportive of employer and government support for life-long learning; making additional preparations for more extreme climate; switching to low or no emission vehicles; a high-skill economy focusing on creativity and technology; and a growth of grass-roots cultural activity with increased participation.

4.7 The steering group received two briefings on this data and previous stakeholder engagement (a summary of the previous stakeholder engagement is included as Appendix 4) and, to date, have held a further two workshops to help develop the city vision. The Steering Group's consideration has also been informed by four focus groups that have been held across different age ranges.

5. Next Steps

5.1 The 2050 Edinburgh City Vision relates to the city and the process is being overseen by a Steering Group of city stakeholders, chaired by the Lord Provost, whose membership was reported to Council in previous reports (2 May 2019 and 28 June 2018). The Council is, of course, a key partner in the future success of the city.

5.2 The Steering Group is developing the 2050 Edinburgh City Vision with a view to launching it in the Autumn (most likely October) 2019. The 2050 Edinburgh City Vision will be reported to the next Council meeting following the launch. That report will indicate the next steps for the City Vision process and will invite the Council to adopt the 2050 Edinburgh City Vision and to pledge to uphold, prioritise and advance the values through its own policies, strategies and actions. City partners will also be invited to support the 2050 Edinburgh City Vision.

5.3 Detailed briefings will be provided for elected members to help shape the wording of the 2050 Edinburgh City Vision prior to the launch and, as indicated, a report will be brought to Council following the launch which will invite the City of Edinburgh Council to adopt and to commit to supporting the achievement of the 2050 Edinburgh City Vision.

5.4 All responses received as part of the City Vision public engagement will be made public.

6. Background reading/external references

6.1 Overall response to the City Vision was previously reported to Full Council in May 2019.

6.2 Full Council agreed to match-fund £0.1m of funding for the City Vision development at its meeting in June 2018.
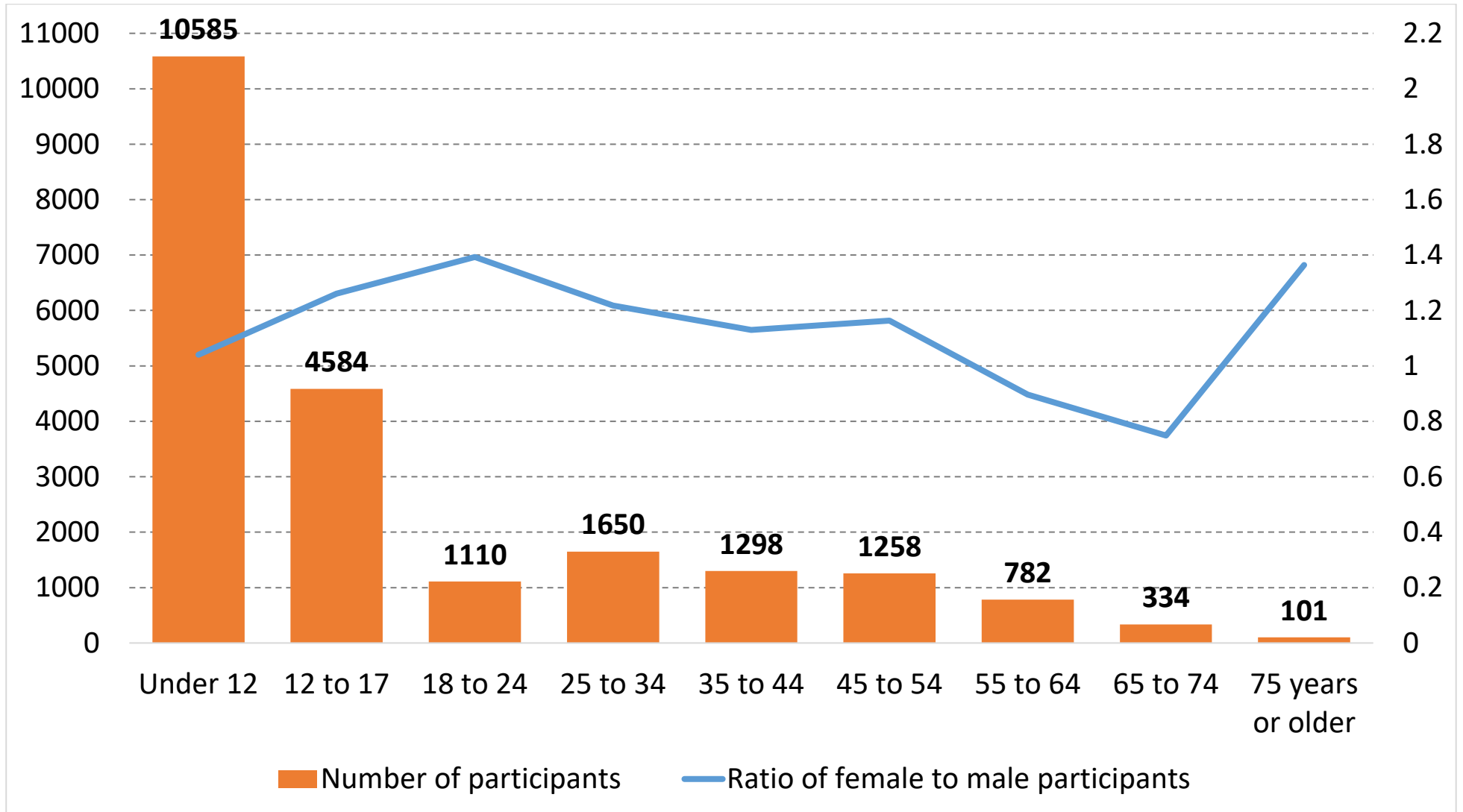
7. Appendices

Appendix 1 – Participation by age group (Graph)

Appendix 2 – Key words used in vision submission by age group (Table)

Appendix 3 – Support for ideas from stakeholder engagement by age group (Table)

Appendix 4 – City Vision One Year On (PDF document)

Appendix 1 – Participation by age group (Graph)

Appendix 2 – Key words used in vision submission by age group (Table)

These are the 120 most commonly used words / phrases in the feedback (all of which had 50 or more mentions). Some alike words and phrases have been grouped together for ease – for example "anti-smoking" includes all mentions of "no smoking".

Key word	Under 12	12 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 years or older	Total
Clean	22%	30%	10%	6%	7%	10%	10%	12%	15%	20%
Safe	20%	20%	4%	4%	4%	4%	2%	3%	4%	15%
Affordable	12%	18%	17%	15%	11%	10%	12%	12%	8%	14%
Green	11%	13%	13%	11%	11%	12%	13%	13%	15%	12%
Environmental	13%	15%	6%	2%	2%	1%	2%	2%	3%	10%
Welcoming	9%	10%	6%	7%	6%	6%	5%	8%	4%	9%
Homeless	12%	8%	4%	2%	2%	2%	2%	1%	4%	8%
Happy	8%	7%	1%	1%	1%	1%	1%	1%	0%	6%
Cycling	7%	5%	4%	4%	4%	3%	1%	1%	3%	5%
Fewer cars	6%	5%	4%	4%	4%	5%	4%	5%	7%	5%
Fair	5%	5%	4%	3%	4%	4%	2%	3%	5%	5%
Pollution	7%	5%	1%	1%	1%	1%	1%	0%	4%	4%
Litter	7%	5%	1%	0%	0%	1%	0%	3%	1%	4%
Plastic	7%	2%	1%	1%	0%	0%	0%	1%	1%	4%
Electric vehicles	7%	4%	0%	0%	0%	0%	0%	0%	0%	4%
Inclusive	3%	5%	5%	5%	7%	5%	6%	8%	1%	4%
Roads	4%	5%	4%	4%	3%	3%	5%	5%	10%	4%
Fly and hover	6%	2%	1%	0%	0%	0%	0%	0%	0%	3%
Affordable housing	3%	5%	4%	4%	1%	1%	1%	1%	0%	3%
Anti-smoking	6%	2%	0%	0%	0%	0%	0%	0%	0%	3%
Calm	4%	3%	1%	0%	1%	1%	1%	1%	0%	3%
Diverse	2%	6%	5%	2%	2%	2%	2%	1%	2%	3%
Parks	4%	2%	1%	1%	1%	1%	0%	1%	1%	3%
Wildlife and animal welfare	5%	1%	0%	0%	0%	0%	0%	0%	0%	3%
Employment	3%	2%	3%	3%	3%	3%	1%	3%	4%	3%
Education	4%	2%	1%	1%	2%	1%	0%	1%	2%	3%
Transport	2%	4%	4%	2%	2%	2%	3%	1%	4%	3%
Public transport	2%	4%	3%	1%	1%	1%	1%	1%	3%	2%
Accessible	2%	3%	3%	2%	2%	2%	1%	2%	4%	2%
Bins and rubbish	3%	2%	1%	1%	0%	1%	1%	1%	0%	2%
Healthy	3%	3%	2%	1%	1%	1%	1%	1%	1%	2%
Health	3%	3%	2%	1%	1%	1%	1%	1%	1%	2%
Sustainable	2%	3%	6%	4%	2%	2%	2%	2%	2%	2%
High-tech	3%	2%	2%	1%	1%	0%	0%	0%	1%	2%
Sports facilities	3%	2%	0%	1%	1%	0%	0%	0%	0%	2%
Music	2%	3%	3%	2%	1%	1%	0%	1%	1%	2%
Connected	0%	1%	2%	5%	7%	5%	8%	9%	7%	2%

Key word	Under 12	12 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 years or older	Total
Beautiful	2%	3%	1%	1%	1%	1%	1%	1%	4%	2%
Food	3%	1%	1%	1%	1%	1%	0%	1%	0%	2%
Poverty	2%	3%	2%	1%	2%	1%	1%	1%	1%	2%
Architecture	2%	2%	2%	1%	1%	1%	1%	1%	2%	2%
Shops	2%	2%	1%	1%	1%	1%	1%	2%	4%	2%
Potholes	1%	3%	1%	1%	1%	2%	1%	2%	3%	2%
Trees	3%	1%	0%	0%	1%	0%	0%	0%	1%	2%
Kind	2%	1%	1%	1%	1%	1%	2%	1%	0%	2%
Proud	2%	1%	0%	0%	1%	1%	1%	1%	0%	2%
Inspiring	2%	2%	0%	0%	0%	1%	0%	0%	0%	1%
Water and sea	2%	1%	0%	1%	0%	1%	0%	1%	2%	1%
Fun	2%	1%	0%	1%	1%	1%	1%	1%	0%	1%
Vegan	2%	2%	2%	1%	0%	0%	0%	0%	0%	1%
Vibrant	1%	2%	1%	1%	2%	1%	1%	1%	1%	1%
Pedestrianised	1%	1%	3%	2%	2%	2%	2%	2%	1%	1%
Tourism	0%	1%	1%	2%	2%	3%	3%	5%	4%	1%
Modern	1%	2%	1%	1%	1%	1%	0%	0%	1%	1%
Robots	2%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Money	1%	1%	0%	0%	0%	0%	0%	1%	1%	1%
Events and leisure	1%	1%	1%	1%	1%	0%	1%	1%	2%	1%
European	1%	1%	1%	2%	1%	1%	1%	0%	0%	1%
More housing	2%	0%	0%	0%	0%	0%	0%	1%	1%	1%
Heritage	0%	1%	2%	2%	2%	1%	2%	3%	2%	1%
Quality	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%
Green space	1%	1%	1%	1%	1%	0%	1%	1%	0%	1%
Energy	1%	2%	1%	0%	1%	0%	0%	1%	0%	1%
Opportunity	0%	1%	3%	1%	1%	0%	1%	1%	1%	1%
Child-friendly	1%	0%	0%	1%	0%	0%	0%	0%	0%	1%
Plants and flowers	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%
Colourful	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%
Peaceful	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%
Walking	1%	1%	0%	1%	1%	0%	1%	1%	2%	1%
Wi-fi	0%	2%	0%	0%	0%	0%	0%	0%	0%	1%
Parking	0%	1%	0%	1%	0%	1%	1%	1%	1%	1%
Graffiti	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%
Active	0%	1%	0%	1%	1%	1%	0%	0%	1%	1%
Younger people	0%	1%	1%	1%	1%	1%	0%	1%	1%	1%
Alcohol	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%
Police	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Drug-free	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Festivals	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%
Bullying	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Culture	0%	1%	1%	1%	1%	0%	1%	1%	2%	0%

Key word	Under 12	12 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 years or older	Total
Student	0%	0%	3%	1%	1%	1%	1%	1%	0%	0%
Planes	1%	0%	0%	0%	1%	0%	1%	0%	2%	0%
Light	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Trains	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%
Local	0%	0%	1%	1%	0%	1%	1%	2%	1%	0%
Tax	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%
Nature	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Creative	0%	0%	1%	1%	0%	1%	0%	0%	0%	0%
Family	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%
Phone	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Bullying	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Innovative	0%	1%	1%	1%	1%	0%	0%	0%	1%	0%
Underground	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Unchanged	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Cool	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
Disabilities	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Different	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Public toilets	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Restaurants	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Prosperous	0%	0%	0%	1%	1%	1%	1%	0%	0%	0%
Zero carbon	0%	0%	2%	1%	1%	0%	1%	1%	1%	0%
Capital	0%	0%	0%	0%	1%	1%	1%	1%	1%	0%
Futuristic	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Hospital	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%
Business	0%	0%	1%	1%	1%	0%	1%	1%	0%	0%
Respectful	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Older people	0%	0%	0%	0%	0%	0%	1%	1%	3%	0%
Love	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Violence	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Chewing gum	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Pavements	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%
Dog fouling	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Hope	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%
More trams	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Collaborative	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Hibs v hearts	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%
Smart	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Helpful	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Small	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Hub	0%	0%	1%	1%	1%	0%	1%	0%	0%	0%

Appendix 3 – Support for ideas from stakeholder engagement by age group (Table)

Participants were able to express their views on the following ideas on a scale of -50 (hate) to +50 (love). The table below shows the average of all participants views. No group had a view that was negative overall on any idea. Average views ranged from +9 to +37.

	Under 12	12 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75 years or older	Total
Have employment opportunities for all	33	36	41	39	37	36	36	35	34	37
Be a greener city, with more trees and plants in all areas	35	35	40	40	39	35	33	40	22	37
Provide world-class education from pre-school to post-university	31	34	39	38	37	36	35	38	23	36
Have eliminated poverty as we know it today	30	36	39	37	39	33	35	36	25	36
Have eliminated the stigma of mental or physical ill-health or disability	32	31	38	40	38	33	35	34	23	36
Have employers and government support life-long learning and training	27	29	37	38	34	32	31	34	29	33
Prepared for a more extreme climate ... robust infrastructure ... locally grown food	28	25	36	37	35	30	30	28	34	32
Have the majority of vehicles be electric or low-emission	29	29	33	33	31	24	24	33	24	29
Have a high skill economy that focuses on technology and creativity	32	28	28	28	25	24	22	23	26	26
Grass-roots cultural activity … small music venues, community theatre … participation	22	23	30	31	30	23	22	23	13	26
More volunteering ... to build communities and individual skills and confidence	25	27	31	23	20	20	17	19	24	23
Have significantly expanded pedestrian-only areas in the city centre and town centres	21	19	24	24	26	19	16	27	21	22
Have an extensive, segregated cycle network	21	16	22	24	27	19	18	19	25	21
Be a global cultural capital, with the world's best arts festivals	16	22	24	26	21	16	16	17	19	21
Have an extensive tram network	15	6	6	10	12	7	5	17	24	9