



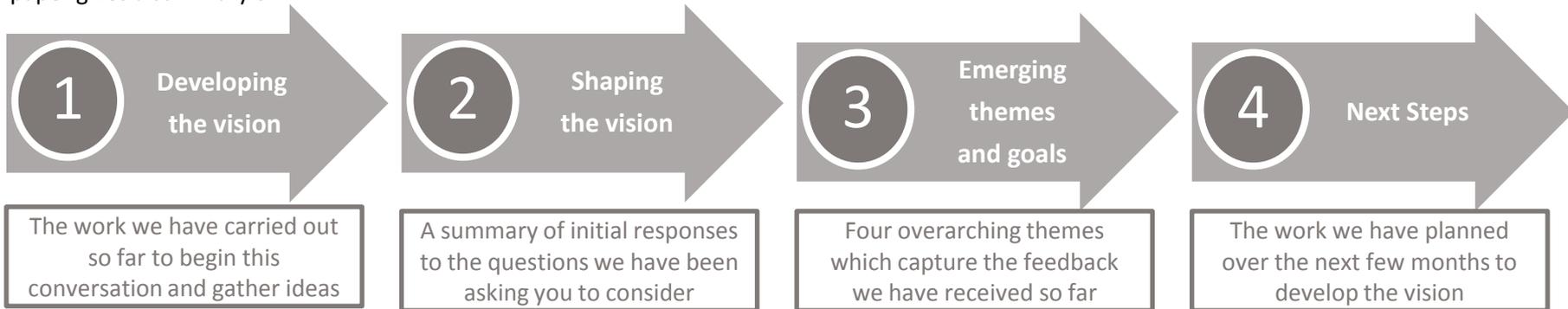
2050 Edinburgh City Vision

Emerging findings
January 2017

2050 Edinburgh City Vision

In September 2016 we launched our project to develop a new vision to describe the type of city Edinburgh aspires to be by 2050. At the time of the launch we said that one of the most important aims of the project was to encourage a city wide conversation about the long term future of our city and, from that, to build a clear, shared vision to guide Edinburgh's future direction.

Four months into the project we are now sharing our early findings on the vision based on the feedback and ideas we have received so far. This paper gives a summary of:

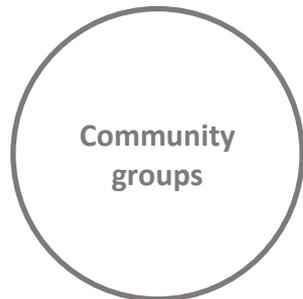
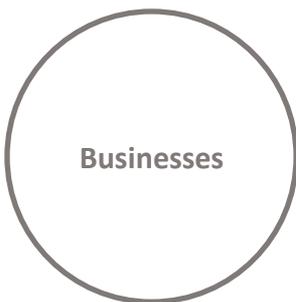
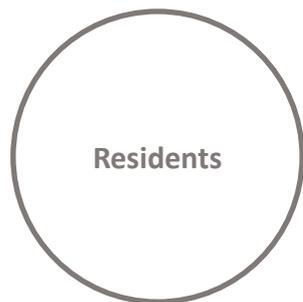


The responses we have had so far to this project have been both inspiring and thought provoking and we are determined to keep that momentum going as we move into the next stage of this conversation. Over the next few months we have more than 30 events and workshops planned with groups and communities across the city to carry on the discussion. We will also be launching projects to gather the ideas and input of Edinburgh's young people, as well as other projects aiming to find new ways of capturing our visions for Edinburgh's future. Alongside all this we will continue to encourage discussions online through social media and through our dialogue tool.

To make this project a success we need your continued support and involvement. Tell us what you think about these early findings. Join the conversation at **#Edinburgh2050** or at www.edinburgh.org/2050 and help us shape the next phase of our City Vision project.

Developing the vision

Our work so far has focused on gathering the views of our **Residents**, our **Businesses**, our **Community Groups**, and all the **Partners and Agencies** who work in our city. This conversation has been carried out through our engagement tool and social media, through events and workshops held across the city, and through written submissions sent to us at StrategyandInsight@edinburgh.gov.uk



1,800 ideas and comments from Edinburgh residents submitted to our [online engagement tool](#)

2,200+ tweets from over 950 contributors using [#edinburgh2050](#)

>1250 attendees at 38 workshops and events held with groups across the city

More than 40 events and workshops organised by end February (with even more to come)

So far we have received written submissions, or held discussion events with a broad sample of groups across the city, including:

- *Edinburgh Business Forum*
- *Edinburgh Architects Association*
- *Edinburgh Presbytery*
- *Creative Edinburgh*
- *Friends of Parks Forum*
- *Edinburgh Chamber of Commerce*
- *Culture Task Group*
- *Edinburgh Tourism Action Group*
- *Police Scotland*
- *Toshiba Medical*
- *Edinburgh Festivals*
- *Edinburgh Civic Forum*
- *Edinburgh Interfaith Association*
- *Edinburgh Council Tenants Conference*
- *And many others*

Social Media & Media Reach



3,496,571

Total reach on
Twitter



66

x Pieces of media
coverage



8,904

visits to
edinburgh.org/2050



12

x Blog posts

2050 Edinburgh City Vision

An inspired city
A connected city
A fair city
A thriving city

Online engagement activity edinburgh2050.dialogue-app.com/



1,816

Total engagements
to date including:



220
Ideas



&

327
Comments

Workshop and Engagement Events



61 Events

Total workshop
programme



44

Events completed by the
end of February

Shaping the Vision

*From the launch of the City Vision project, we have been encouraging people to think about three questions: **What is great about Edinburgh now? What could be better? And What should the Edinburgh of 2050 be like?***

From these questions we have gathered a strong sense of the strengths that we want our city to build on over the next 33 years. We have also captured a good overview of the challenges contributors say we will have to tackle.

Our strengths

- A city of great natural and architectural beauty
- Good quality of life, with good quality city amenities
 - A small, compact and manageable city
- A unique setting with hills, sea and city centre all in one view
 - A great city for entrepreneurs and small businesses
- A city with a strong sense of heritage, history and belonging
 - A city with great green spaces and wild areas
 - A festival city – creative and cultural capital
 - A safe and walk-able city
- A strong economy and financial centre, with global business leaders
 - A University city with strong academic reputation
 - An international, and multicultural city
 - A strong network of creative, digital and tech hubs
 - A skilled and talented workforce

Our challenges

- **A changing economy** – the city of 2050 will need to be robust enough to respond to a changing economy, and the impact of new industries and technologies on our workforce and our key sectors
- **A changing population** – the Edinburgh of 2050 will have to respond to the needs of a growing and an ageing population, but still remain a city that works for people of all ages, in all parts of the city
- **Growing inequality** – to be successful, the Edinburgh of 2050 will have to tackle the growing challenge of poverty and inequality and the gaps in the ways some of our communities experience the city
- **Changing infrastructure** – the city of 2050 will need transport, communications, housing and other infrastructure which meets the requirements of its economy and its people.
- **A changing environment** – the Edinburgh of 2050 will have to be resilient and capable of adapting to the challenges of climate and other changes

Emerging themes and goals

So far we have concentrated our work on using the findings we have received so far to develop an early draft of the themes and goals we want our vision to be built around. Our conversations so far suggest four core themes for the vision:

An inspired city

From the Enlightenment, Edinburgh has been a city that sets out to inspire the world.

The Edinburgh of 2050 will be a city renowned for its creativity and ingenuity, building on its reputation as a premier destination for culture, education and innovation.

A connected city

Connections are at the core of how a city is lived in and how its people interact with each other.

In 2050, Edinburgh will be a city built around shared spaces which create opportunities for understanding, for friendship, and for the exchange of ideas.

A fair city

A great city is one which commits to sharing success and improving the well being and life experience of all its citizens.

In 2050, Edinburgh will be a city without barriers to achievement where poverty has been eradicated and a good quality of life is a basic requirement enjoyed by all.

A thriving city

The skills of our people and our global industries have been at the core of our success over the past thirty years.

In 2050, Edinburgh will be a place of opportunity and ambition where prosperity is built from high quality education, where innovators and entrepreneurs can achieve unlimited success.

Inspired City Goals

From the Enlightenment, Edinburgh has been a city that sets out to inspire the world. The Edinburgh of 2050 will be a city renowned for its creativity and ingenuity, building on its reputation as a premier destination for culture, education and innovation.

This means that by 2050, we need to make sure that:

- **Edinburgh is the world's festival city** and culture is at the heart of our success
- **Edinburgh is a strong and confident capital city**, leading change for all of Scotland
- **Edinburgh is the most beautiful city of the 21st century**, where our commitment to our unique heritage is matched by our ambition to create the buildings that become treasured by future generations
- **Edinburgh provides the best cultural experience in the world for all its citizens and visitors**
- **Edinburgh is a world-changing city**, developing breakthrough ideas and technologies for people, businesses, and public life.
- **Edinburgh's universities, colleges and schools are world-leading centres of teaching, research, and learning**
- **Every Edinburgh citizen is inspired, encouraged and enabled to learn and develop skills throughout their life**

Connected City Goals

Connections are at the core of how a city is lived in and how its people interact with each other. In 2050, Edinburgh will be a city built around shared spaces which create opportunities for understanding, for friendship, and for the exchange of ideas.

This means that by 2050, we need to make sure that:

- **Edinburgh connects the world**, both as thriving physical place to live and visit, and as a hub for digital communities and virtual experiences
- **Edinburgh is a city built around shared places**, where business, community and performance spaces are flexible, adaptable and designed to serve many purposes.
- **The way Edinburgh citizens live their lives creates opportunities for understanding, friendship and the exchange of ideas**
- **Edinburgh's citizens feel a sense of pride and ownership** in their city, its amenities, communities, businesses, and environment
- **Edinburgh is the greenest city in the world**, with our seven hills connected by rooftop meadows, community gardens and tree-lined streets
- **Edinburgh is the world's most walkable city**, where citizens are able to reach jobs and amenities through safe, green corridors that encourage active travel
- **Edinburgh's physical growth enhances access and enjoyment of its unique assets** including its extensive waterfront
- **Edinburgh has the best, most affordable and most complete public transport network of any city**, linking all our communities with opportunities for work, for learning and for leisure

Fair City Goals

A great city is one which commits to sharing success and improving the well being and life experience of all its citizens. In 2050, Edinburgh will be a city without barriers to achievement and where a good quality of life is a basic requirement enjoyed by all.

This means that by 2050, we need to make sure that:

- **Edinburgh is an enlightened society**, built on reason, freedom, compassion and equality for all its citizens
- **Edinburgh's citizens take responsibility** for themselves, their communities and their city and have the power to change and improve all of these
- **Edinburgh is the safest city in the world**, where all our citizens are able to exercise their fundamental right to a peaceful life, free from violence or discrimination
- **Edinburgh is a city where housing, transport, services and facilities work for all our citizens**, regardless of age, income, disability or background
- **Edinburgh is a city where no-one lives in poverty** or suffers the impacts of low income on their health, wellbeing and life chances
- **Edinburgh's economy provides good quality jobs** which allow all our citizens to share the benefits of the city's success
- **Edinburgh citizens can achieve a high standard of living** regardless of their background
- **Edinburgh is the most digitally literate city in the world**, where all citizens have the access, skills and tools to benefit from future information technology

Thriving City Goals

The skills of our people and our global industries have been at the core of our success over the past thirty years. In 2050, Edinburgh will be a place of opportunity and ambition, where innovators and entrepreneurs can achieve prosperity and success.

This means that by 2050, we need to make sure that:

- **Edinburgh is the gateway to Scotland** – bringing the best of our country to the world
- **Edinburgh's global reputation is built on the quality of its offering, its world leading industries, and the unmatched skills of its people**
- **Edinburgh is the best place in the world to set up, to grow a business, and to invest**
- **Edinburgh is the most entrepreneurial city in the world**, where ambitious, hard-working people are encouraged to create opportunities for success
- **Edinburgh's citizens are happier and more fulfilled than those of any other city in the world**
- **Edinburgh is a zero-carbon, zero-waste city**
- **Planning for the inevitability of a more extreme climate has made Edinburgh resilient and flexible for every aspect of life in the 21st century**
- **Edinburgh's built and digital infrastructure is made for the future**, meeting the demands of a growing economy and a changing society

Next steps

These are the themes and goals we have gathered from the discussions that have taken place as part of this project so far. Over the next few months between now and the summer we want to carry on these discussions and continue to hear your ideas and aspirations for the future of our city. We want to know what you think of these findings so far. What do these themes and goals mean to you, and do they reflect your vision of the type of city Edinburgh should be? And we want you to continue to consider the three questions we asked at the beginning of this project:

What is great about Edinburgh now? What could be better? and, What should the Edinburgh of 2050 be like?

There are a number of ways you can contribute your thoughts to the project:

Submit your ideas at
www.edinburgh2050.dialogue-app.com

Write to us directly at
strategyandinsight@edinburgh.gov.uk

Join the conversation at
Edinburgh2015

Host a discussion event, or look out for one of
the many workshops we have planned for the
next few months

We want to take the opportunity to thank everyone who has contributed to the project so far. We now have an opportunity to reflect on the ideas gathered so far and build on the momentum generated over the past four months. Most importantly, we will continue to develop our programme of workshops and events, and begin to use the findings we're receiving to design the contents of our City Vision for publication at the end of the summer. Throughout this process we are committed to sharing our findings as they develop and encouraging ongoing discussion and debate.

Please continue to play your part in spreading the word so we can hear from as many people as possible on the future of our city.

Join the conversation

As well as the ideas and views we have been gathering from workshops and online conversations, we also asked sector and business leaders across the city to write us a think piece describing their own vision for the future of Edinburgh and what our priorities should be over the next 33 years.

So far we have published 12 of these pieces on our [2050 Edinburgh City Vision blog](#), including blogs from all of the people listed below. Take a look at their visions for Edinburgh and let us know what you think. Join the conversation at #Edinburgh2050.

Julia Amour

Director of Festivals Edinburgh

“Let’s capitalise on Edinburgh’s Festivals reputation”

Peter Proud

Managing Director – Cortex

“Edinburgh needs to remain innovative and embrace change”

June Peebles

Chief Executive - Edinburgh Leisure

“Everyone in the city should enjoy being active”

Jamie Coleman

Managing Director – CodeBase

“Edinburgh will be a global hub exporting digital goods”

Ella Simpson

Edinburgh Voluntary Organisations Council

“This conversation is about the personality we want our city to have”

Nick Stewart

Manager of Sneaky Petes

“Edinburgh should be a place full of music, arts and culture”

Hugh Rutherford

Edinburgh Business Forum

“Edinburgh needs to be a city that is great to live, work and visit”

Alexander Fraser and Pippa Watson

Portobello High School pupils

“A city where the gap between rich and poor is greatly reduced”

David Gaffney

Charlotte Street Partners

“Our city should be clean, ambitious, healthy and multicultural”

Liz McAreavey

Edinburgh Chamber of Commerce

“Edinburgh needs a clear vision for post-Brexit future”

Councillor Andrew Burns

City of Edinburgh Council Leader

“We need as many people as possible to be part of this conversation”

John Donnelly

Chief Executive – Marketing Edinburgh

“We need to continually improve to be able to compete on the world stage.”



2050

Edinburgh City Vision

Join in the conversation

www.edinburgh.org/2050

#edinburgh2050