



A Shared Destiny – Making Collaboration Work in the Aftermath of the Crisis

Edinburgh's Approach

Dave Anderson, Director of City Development



What do we want to discuss?

- *“Old models of private/public collaboration have been proved to fail and have to be reinvented from scratch”.*
- Is this the right conclusion?
- How will the global credit crisis impact public/private sector collaboration?


- What strategies are cities adopting to deal with the recession and continue to promote urban investment?
- How are cities working with private sector investors and developers to maintain momentum and be ready for the future?
- Will the same rules apply when we emerge from the storm?
- Will there be a shift in power?
- Which are the critical projects and catalysts for the future?

- How will the global credit crisis impact public/private sector collaboration?



“Top small European city for
inward investment” fDi (early) 2008



A photograph of a suspension bridge, likely the Tacoma Narrows Bridge, showing its massive steel towers and cables. The bridge deck is filled with traffic, including cars and trucks. A semi-transparent blue circle is overlaid on the right side of the image, partially obscuring the bridge's structure and the sky. The text "Autumn 2008: Disappearing into the Credit Crunch" is written in white on the blue circle.

Autumn 2008:
Disappearing
into the
Credit Crunch

What strategies are cities adopting to deal with the recession and continue to promote urban investment?



Edinburgh Response: a Sustainable Strategic Regeneration and Development strategy

- Attract £500m of new investment into its priority strategic sites;
- Ensure Edinburgh continues to flourish as a city with four distinct, but interlinking, development quarters;
- Enhance quality of life through regeneration and development; providing state of the art, cultural and leisure facilities and business space;
- Create attractive new locations in which knowledge based business and research institutes can grow and prosper, and;
- Plan and Deliver sustainable development.

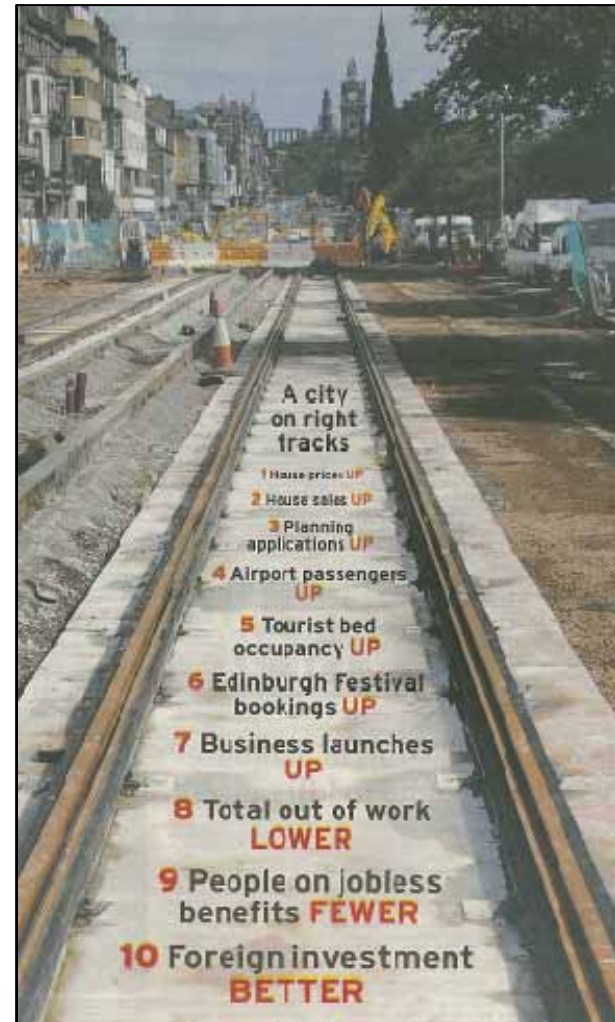
Late Summer 2009



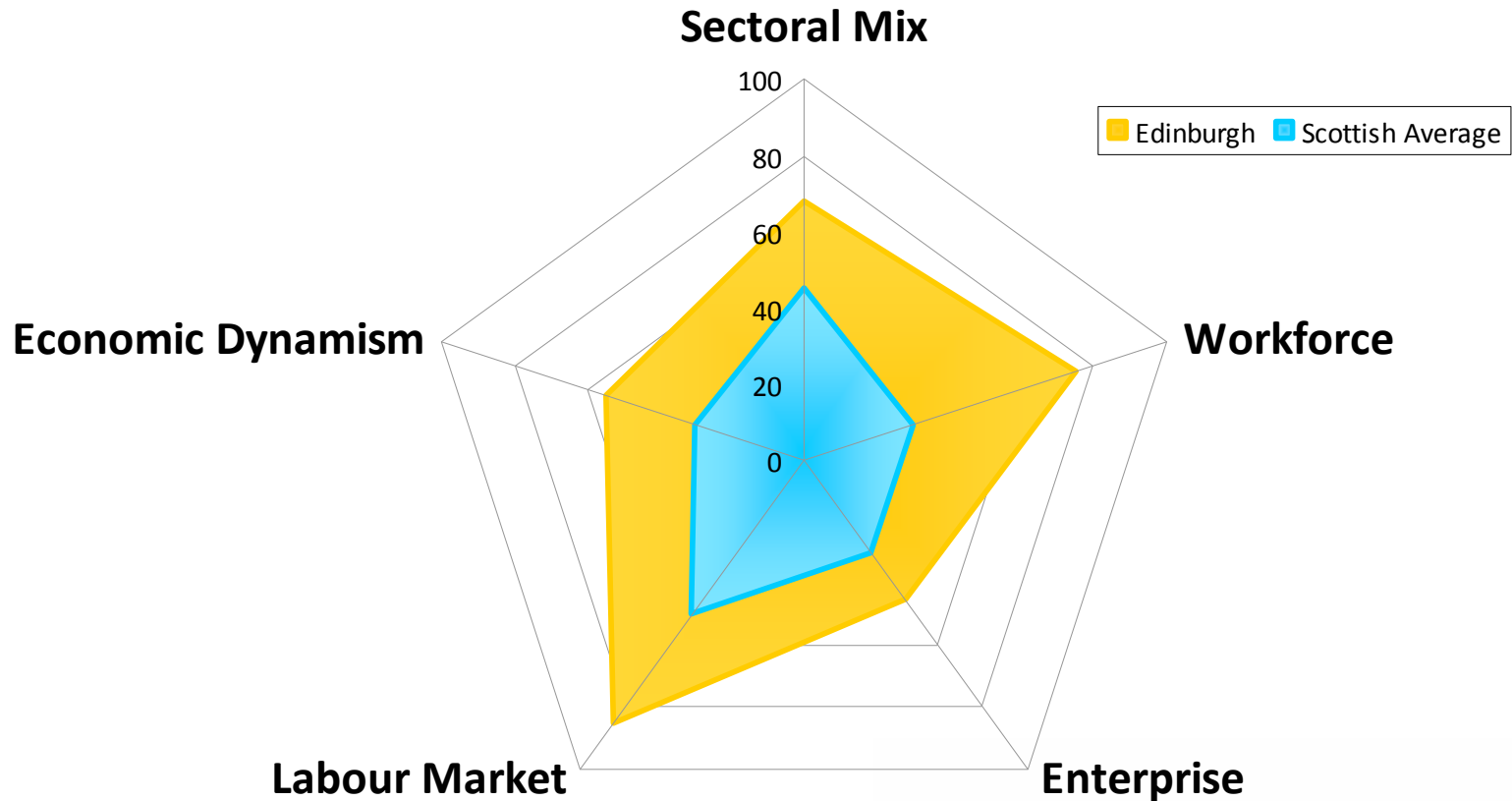
Edinburgh is fighting back and weathering the recession far better than was feared.

Bill Jamieson, Executive Editor, The Scotsman

11 August 2009, The Scotsman ©2009



Scottish Index of Economic Resilience



Communicating and Delivering

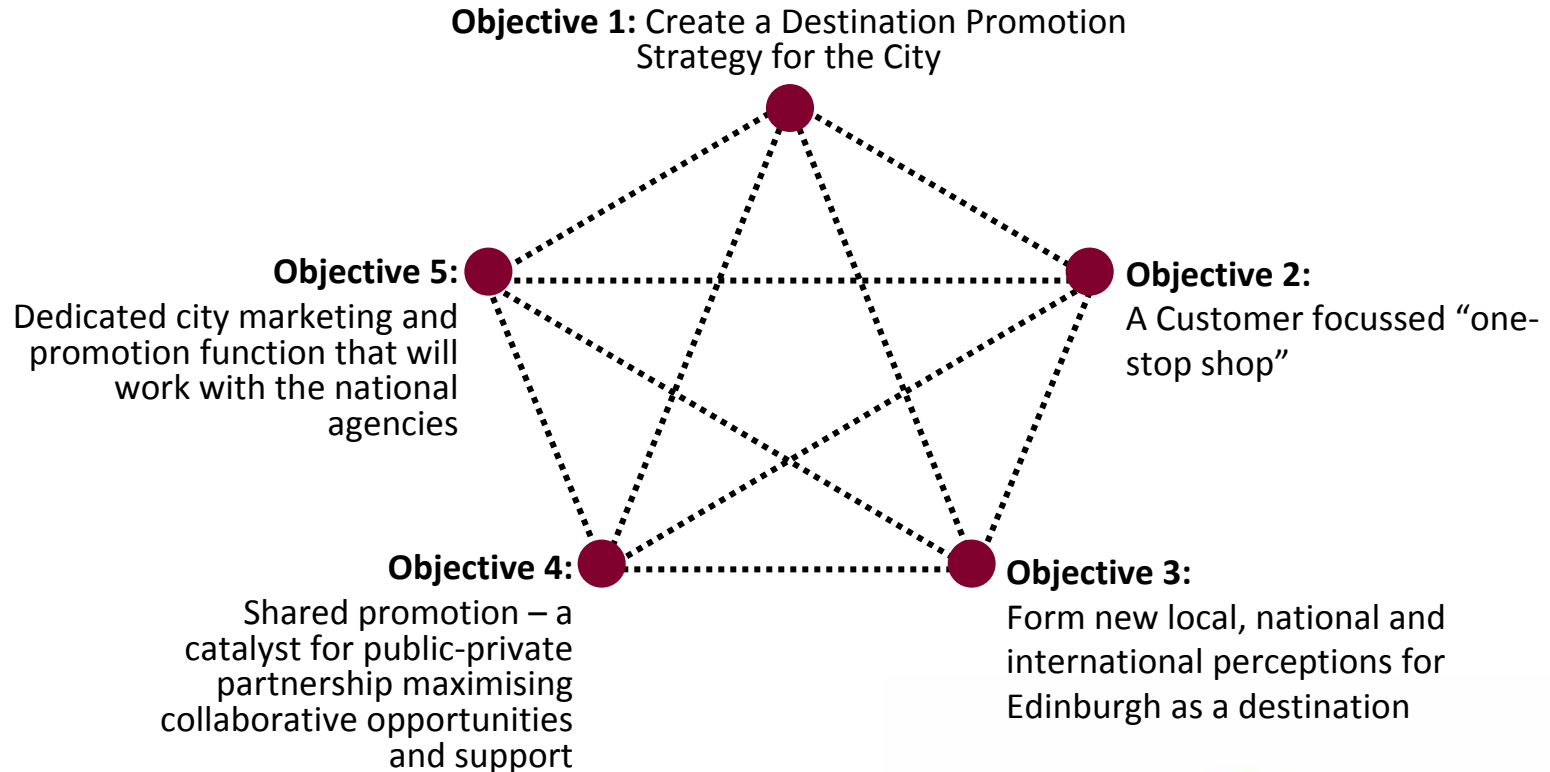


Destination Promotion - DEMA



- Guardian and Custodian of the Brand & web presence
- Audience Research and Market Intelligence
- Information Brokerage
- Pre-arrival marketing and Targeted Campaigns
- Generation Y - *'Emergent intelligence'* promotion
- Global Ambassadors Network
- Customer Relationship Management
- Product Development

Five objectives for DEMA



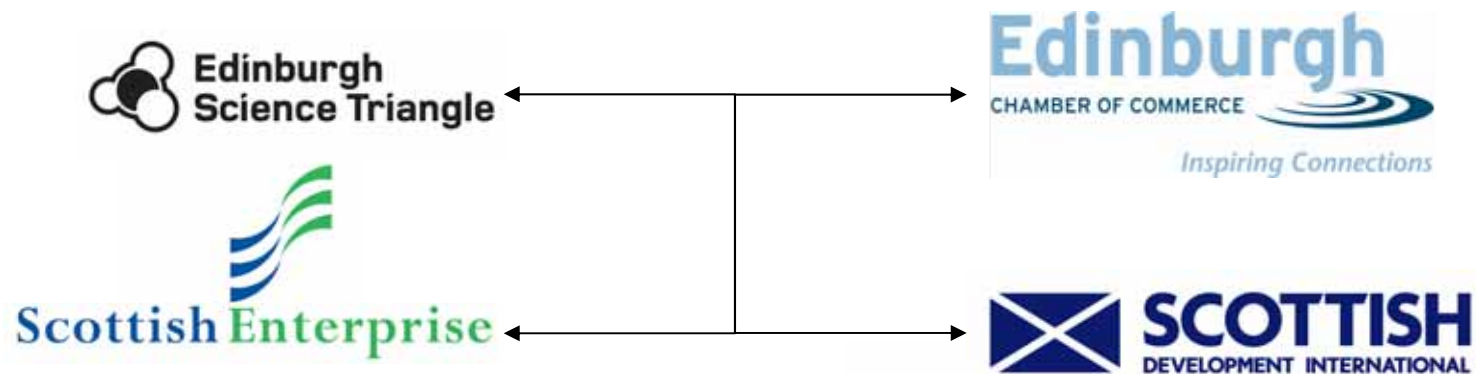
New Approach to Investor Support

- Dedicated Teams
- Enhanced use of the Council's civic function to attract future investment opportunities
- Increased promotional activity
- Physical Regeneration Support
- Shared resource with Corporate Sustainability Team



Investment Collaboration

- Improved local partnerships
- Supporting investment



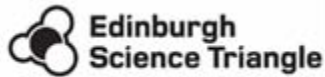
Economic Resilience Plan

- Four key themes:-
 - Combat effects of:
 - inflation on fuel, energy and food costs to achieving savings of at least 10%
 - economic slowdown, business failure and job losses
 - Sector Specific Challenges
 - Tackling the lack of credit availability



EARN Members

Edinburgh Universities



Edinburgh Colleges



- How are cities working with private sector investors and developers to maintain momentum and be ready for the future?



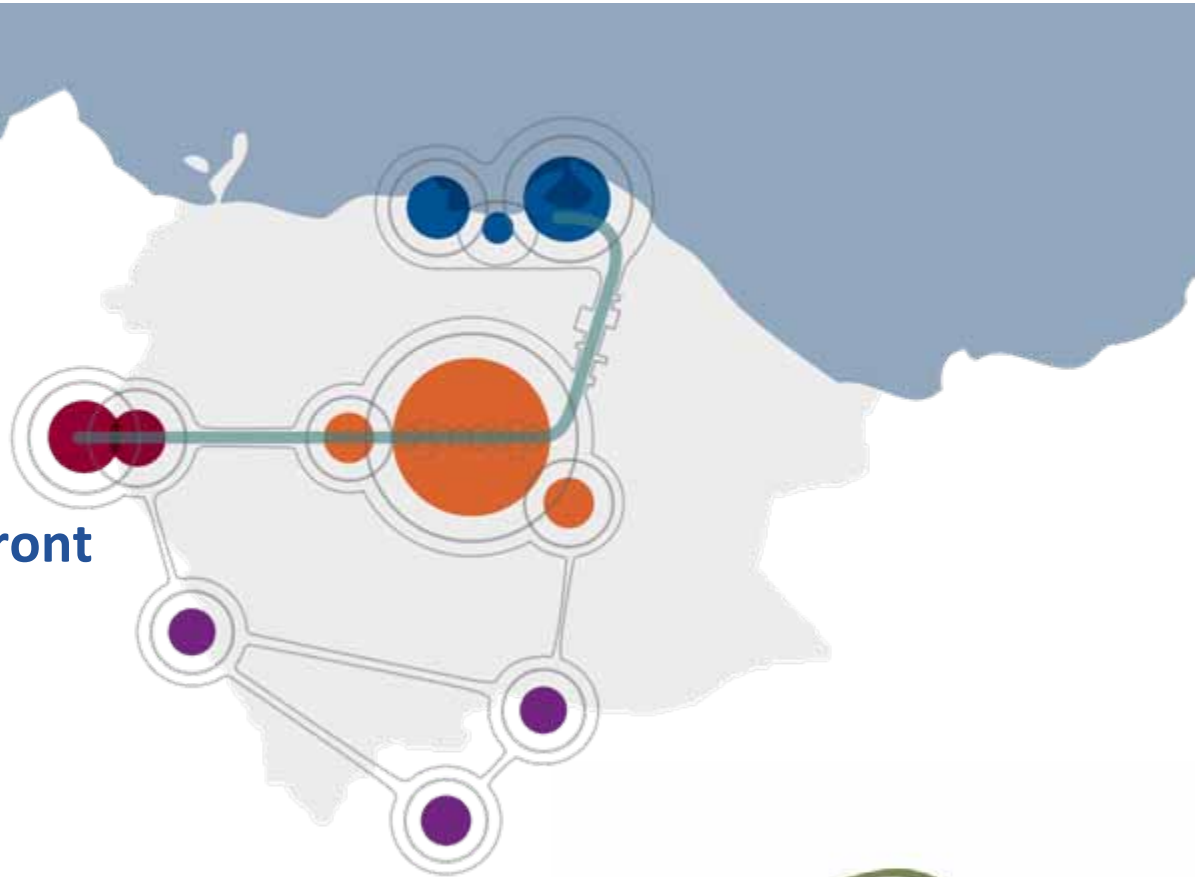
Sustainable Strategic Development

City Centre

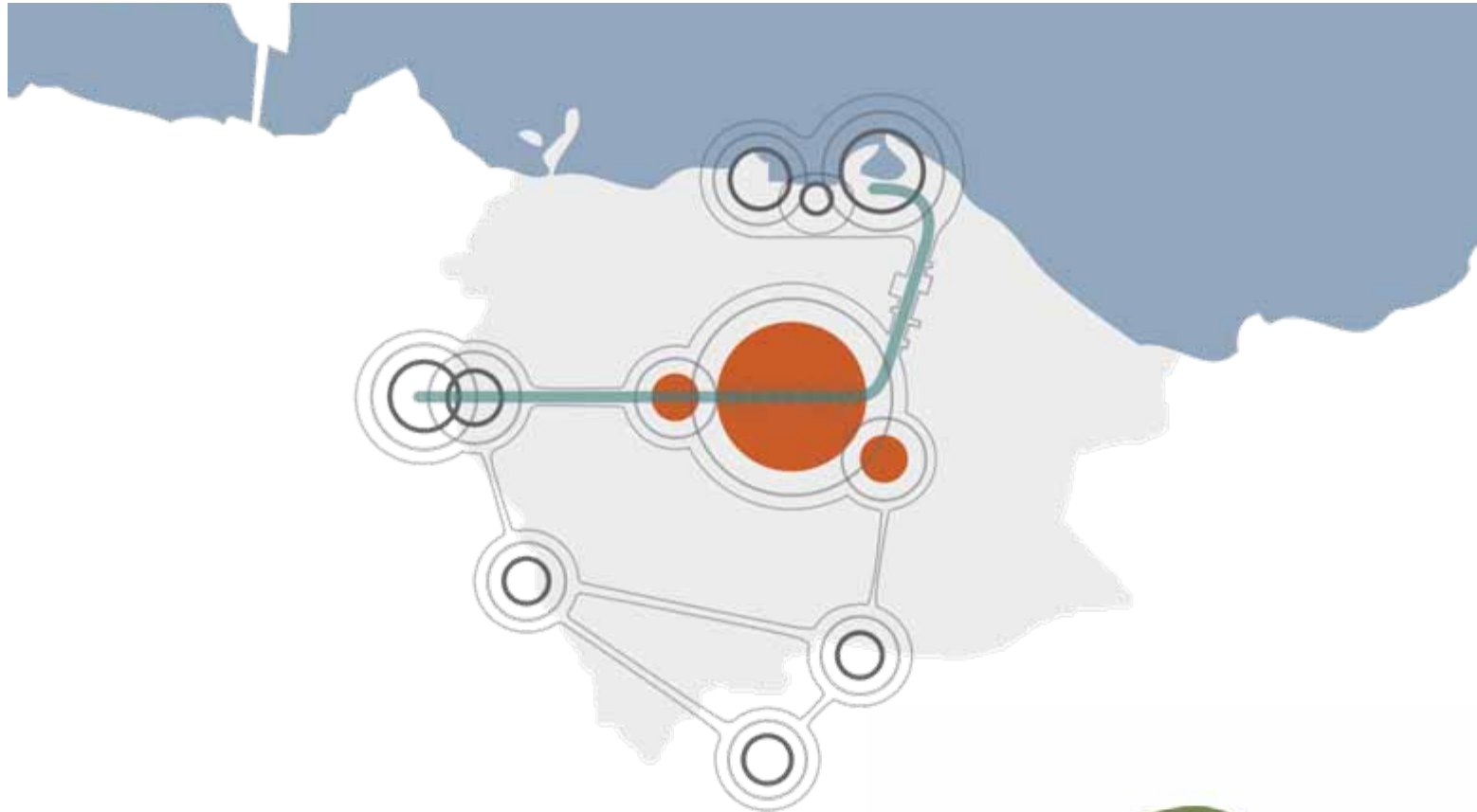
Edinburgh Waterfront

West Edinburgh

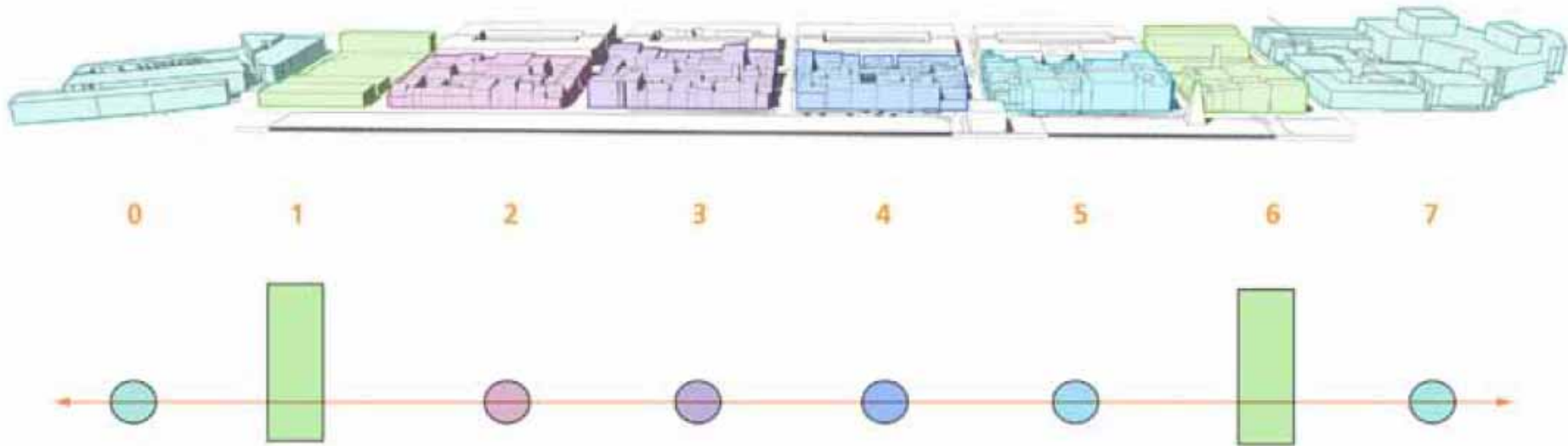
South Edinburgh



City Centre

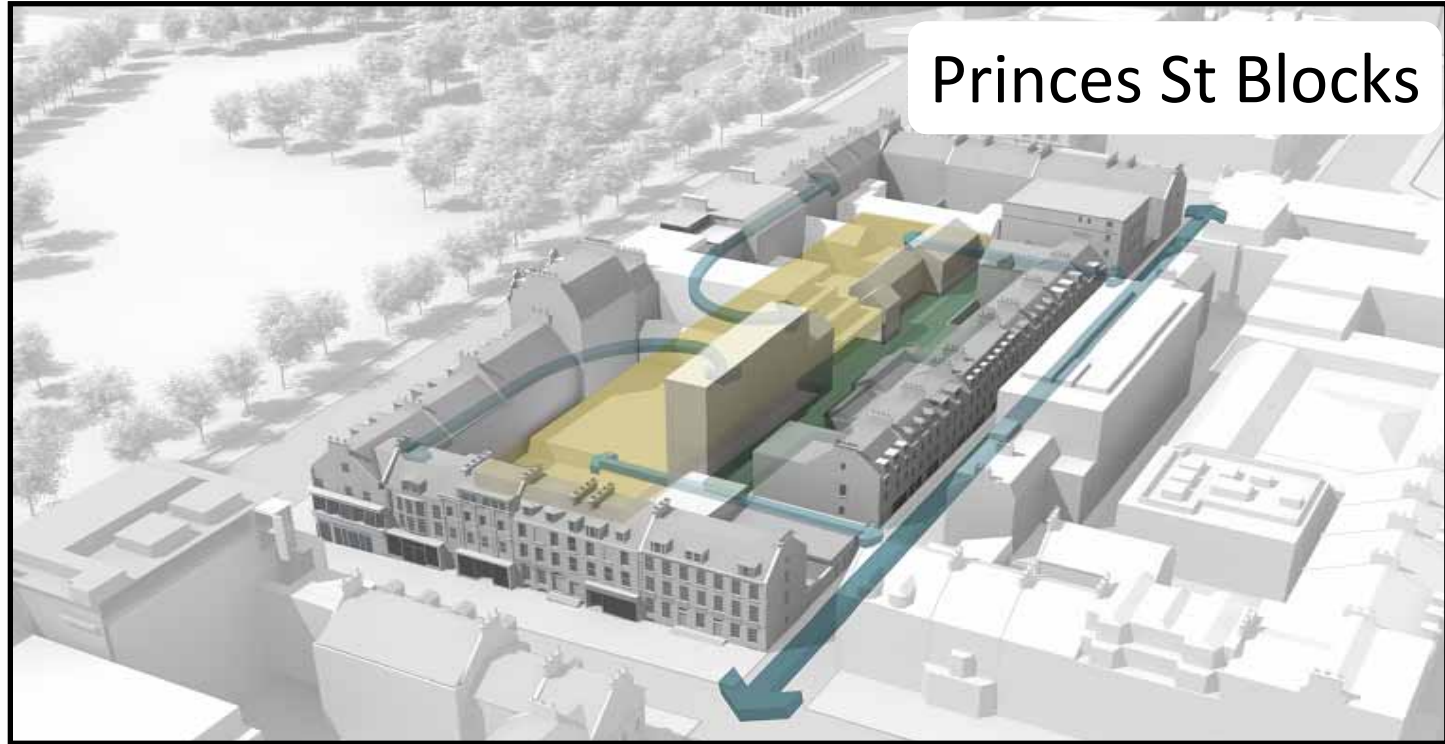


Realising the City Centre's potential



The String of Pearls

Realising the City Centre's potential



Realising the City Centre's potential



St James Quarter Development

Realising the City Centre's potential



Realising the City Centre's potential



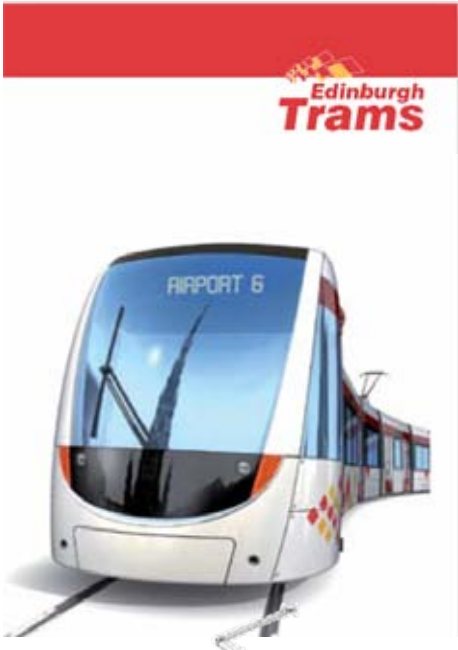
EICC Extension



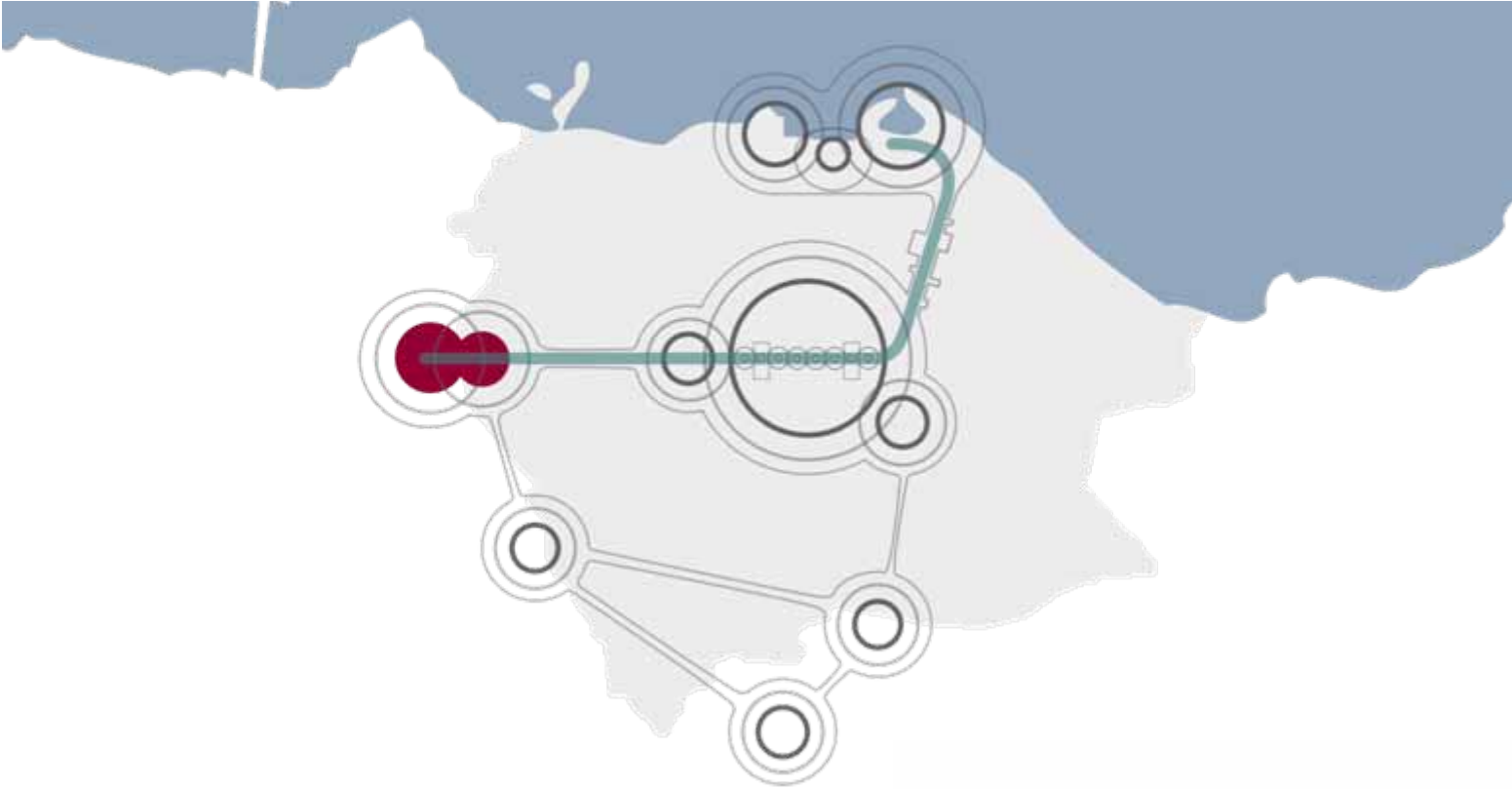
Realising the City Centre's potential



New infrastructure: Tram



West Edinburgh



Creating the conditions for Take-off



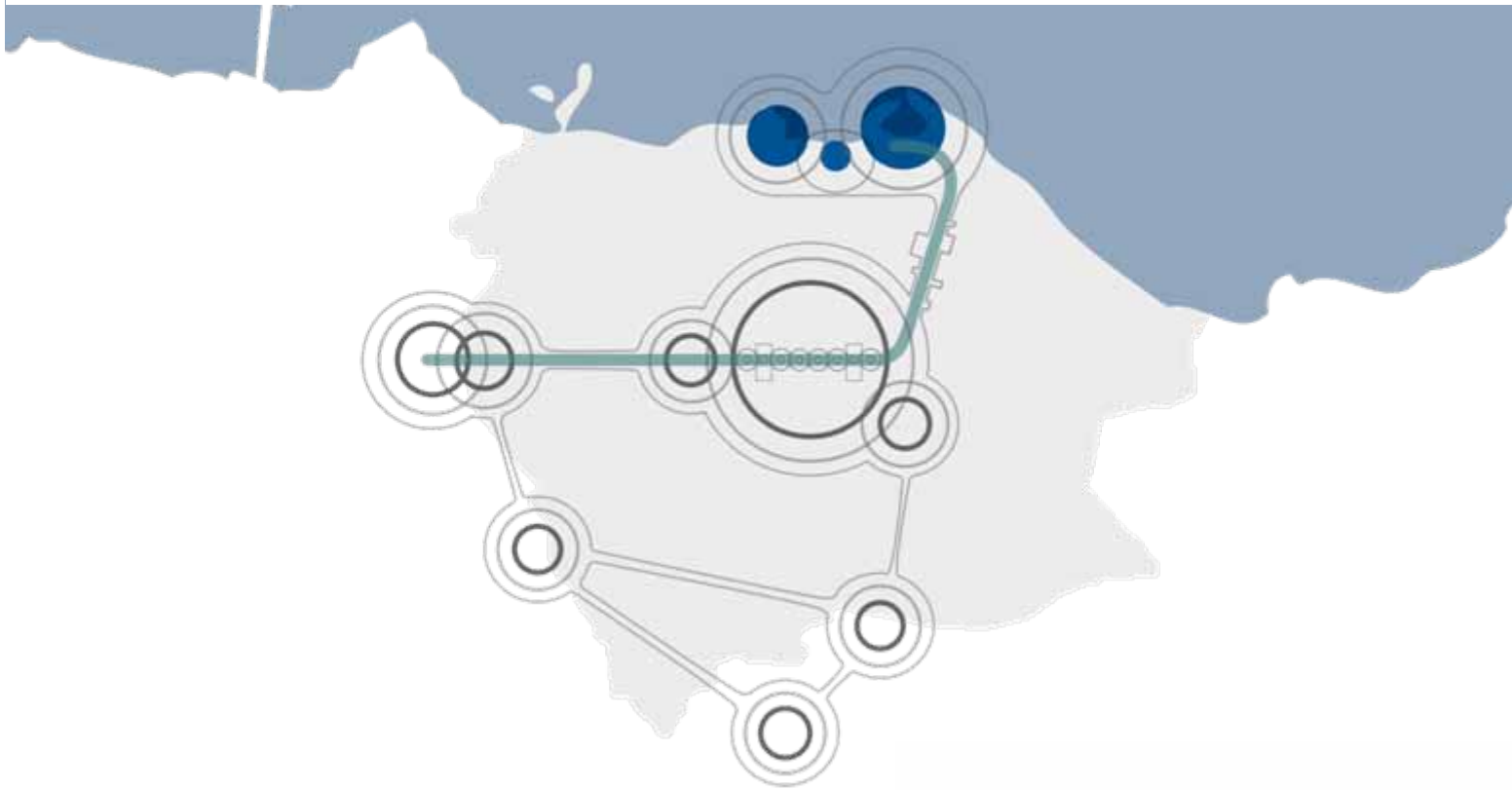
Airport Development



Creating the conditions for Take-off



Edinburgh Waterfront



Imagining a new Waterfront

307 hectares of available land



Imagining a new Waterfront

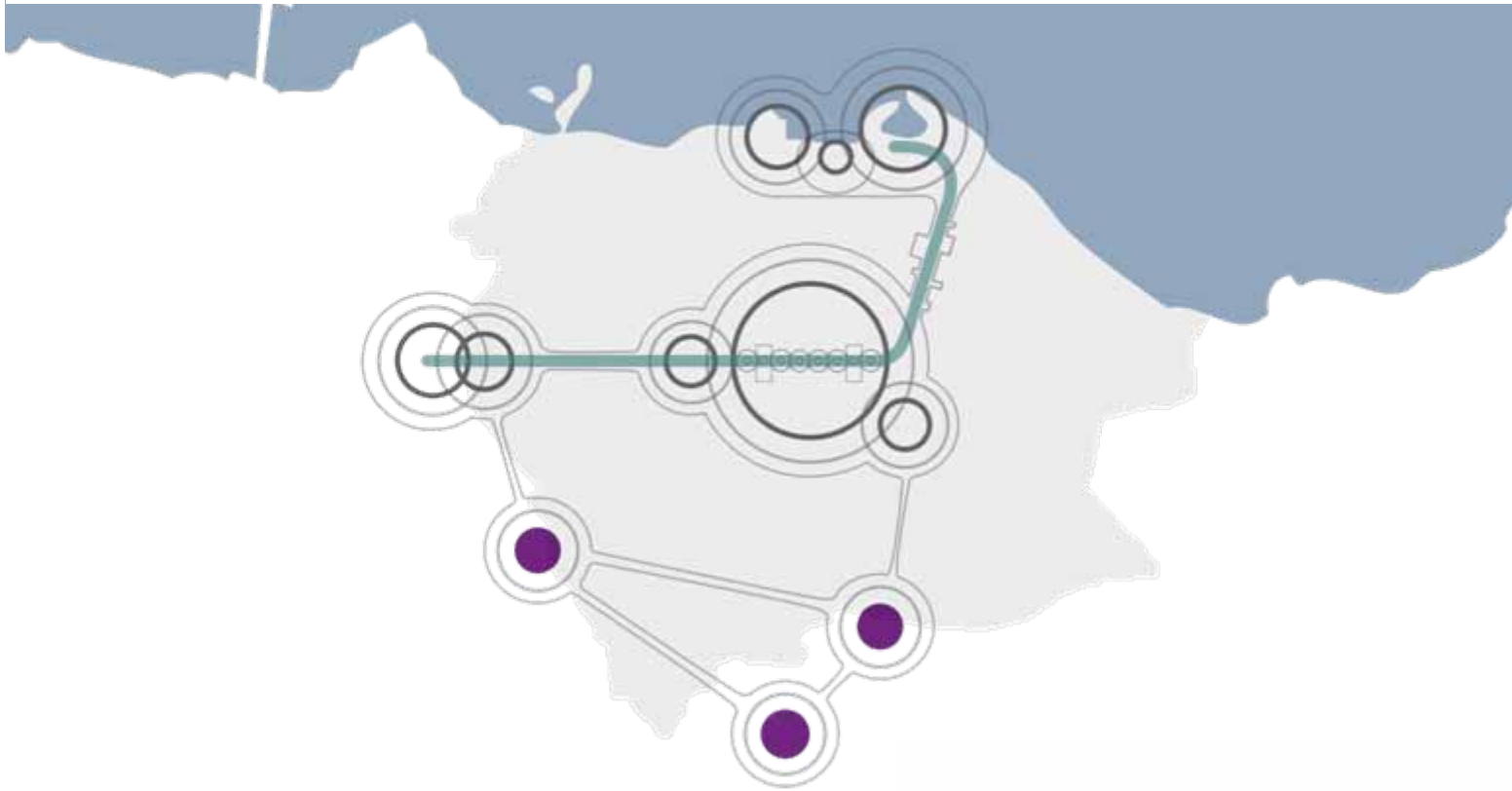


Forth Ports Re-development

Imagining a new Waterfront



South Edinburgh



Inventing the future



Inventing the future



- Will the same rules apply when we emerge from the storm?
- Will there be a shift in power?



- Which are the critical projects and catalysts for the future?



Infrastructure