

Key Sectors 2: An Update on the Key Sectors of Edinburgh's Economy

This document presents a summary of the key findings of the Key Sectors research programme that was carried out during the Summer of 2005. This research updates and extends the analysis that was presented in the first Key Sectors Report, published in 2002, and is based on an extensive programme of consultation with Edinburgh's business community. The aim of the research was engage proactively with the business community in order to discover more about the key sectors of Edinburgh's economy, the issues that effect them and the city more generally and to identify what action may be necessary to address these concerns.

One of the main messages to have emerged from this research is that Edinburgh has a lot to shout about. Business confidence within the city is strong and there is nothing on the horizon that threatens to fundamentally undermine the city's future prosperity.

Pride in Edinburgh and its urban environment and enthusiasm for the quality of life available in the city is extremely high and consultees were virtually unanimous in their belief that Edinburgh is a great place to live, work and invest.

Another important theme was not just how much Edinburgh has to shout about but also just how important it is to shout about it. Consultees believed that it is important to 'talk up' the city and to highlight Edinburgh's many strengths. Conversely consultees were highly critical of a tendency to focus only on the city's problems and emphasised the damaging effects of excessive negativity.

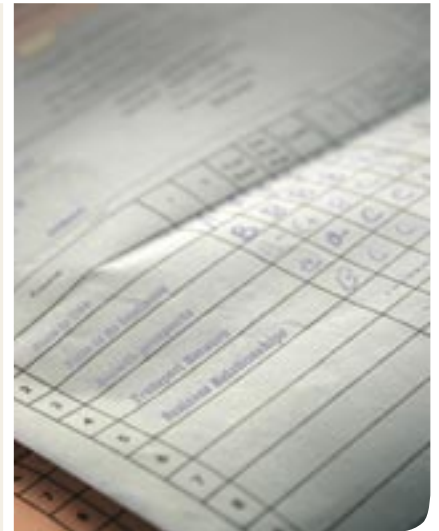
In the first Key Sectors report transport was identified as the single most important issue facing businesses in the city. Then as now, a reliable and effective transport network was found to be of vital importance.

As fieldwork for this report coincided with the introduction the Central Edinburgh Traffic Management (CETM) scheme this issue figured highly during consultations. Although there was some criticism of the scheme, it is believed that the changes that have since been introduced have addressed many of the concerns raised.

However, one of the main conclusions of this report is that greater involvement of the business community in the design of future transport initiatives, and other major projects, will be essential to their successful implementation.

In fact, a new theme to have emerged from this research is the extent to which the Council is regarded as having the capacity to act as a key facilitator - or inhibitor - of economic growth in the city.

There was a strong feeling that the Council's relationship with the private sector and its overall approach to development remains critical to future growth and a strong belief in the importance of meaningful consultation and a long-term, city-wide strategic vision.



- Edinburgh was ranked 8/10 as a place to live and 7/10 as a place to do business.
- 50% of survey respondents were more likely to invest in Edinburgh than they were five years ago and only 17% were less likely.
- Survey respondents were more positive about Edinburgh's growth prospects over the next five years than the UK's with 76% expecting moderate or strong growth in Edinburgh but only 59% expecting moderate or strong growth UK wide.
- 80% of survey respondents were in favour of a new tram system.
- Transport and connectivity was identified by 54% of survey respondents as the single most important issue facing the city.

Table 1, below presents Edinburgh's main strengths and weaknesses as identified by interviewees.

Strengths	Weaknesses
<p>Vibrant city with genuine 'buzz'</p> <p>Very high quality of life</p> <p>A compact city</p> <p>Easy access to the countryside</p> <p>'Inspiring' urban environment</p> <p>Lots to see and do – festivals, events</p> <p>Good international reputation</p> <p>High quality educational facilities</p> <p>Growing international air route network</p> <p>Excellent transport links to Glasgow and London</p> <p>A safe city</p>	<p>Limited international air connectivity</p> <p>Lack lustre city centre</p> <p>Decreasing number of medium sized company headquarters</p> <p>High cost of housing</p> <p>Over reliance on financial services</p> <p>Lack of an aspirational city wide vision</p> <p>Lack of consultation with businesses about major projects</p> <p>Parking provision and enforcement</p>

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如欲查詢本文件的翻譯資訊，請電愛丁堡市議會傳譯及翻譯服務部 (ITS) 及說明檔案編號 06006，電話：0131 242 8181。

اس دستاویز کے ترجمے کے بارے میں معلومات کیلئے انٹرپرائزیشن اینڈ ٹرانسلیٹیشن سروس کو 0131 242 8181 پر فون کریں اور ریفرنس نمبر 06006 کا حوالہ دیں۔

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Next Steps

The findings from the Key Sectors project are already being used to inform important areas of Council policy including...

- The new Parking Strategy – published Spring 2006.
- The review of the current Structure Plan.
- The Local Transport Strategy – published November 2006.

In order to address the concerns raised during this research we will also be...

- Developing the new Capital Review e-bulletin as a direct, interactive communication channel between the Council and the business community that can be used to inform Council policy in the future.
- Using the findings of the project to help develop a long-term, strategic vision for the City and to inform other Council strategies and policies as appropriate.



Approach

The Key Sectors report is based on a series of one-to-one interviews with senior representatives of Edinburgh's business community and the results of an electronic survey conducted between May and August 2005. In total 50 interviews were conducted and 141 survey responses were received. The electronic survey was designed in-house and all interviews were conducted by City Development Staff.

This summary presents the key findings of the Key Sectors research project. For a copy of the full report please contact City Development on 0131 529 3141 or e-mail shona.marshall@edinburgh.gov.uk. The full report will also be available to download on the Capital Review website www.capitalreview.co.uk soon.