Foreword

First Minister of Scotland
Nicola Sturgeon

Cities and their neighbouring regions play a central role in driving economic growth. The Scottish Government is committed to working individually and collectively with our cities to optimise that growth for the benefit of the whole of Scotland.

Each of our cities is unique, their assets are many and varied, from the natural beauty of their settings to their iconic architecture and proud industrial heritage. Their economies are also unique, offering investment opportunities across a wide range of sectors.

The recent EY Attractiveness Survey saw Scotland achieve the best inward investment performance on record as well as maintaining its position as the most attractive place in the UK to invest outside London. We are keen to build on that track record and we’ve got the people, the natural resources, the research base and the international reputation to achieve greater success in the future.

The Scottish Cities Alliance is a collaboration of our cities and the Scottish Government which aims to attract investment and jobs to our cities and surrounding regions. The current focus is on securing investments so that city regions can thrive and prosper as our economy grows. Through the Alliance’s programme of work to date, more than £100 million has been invested into our cities, to make them smarter, greener and more productive.

This success clearly demonstrates the benefits of cities and Government working in partnership. The Alliance aims to build on that success, and I look forward to it securing further large scale investments, all of which will add to the growing international success story of Scotland’s cities.
Welcome to the **Scottish Cities Alliance's City Key Facts** which provides you with detail on Scotland’s seven great cities.

The Scottish Cities Alliance is the unique collaboration of the country’s seven cities and the Scottish Government, working together in order to boost inward investment to our great cities. This partnership approach has enabled Scotland’s cities to create exciting projects of scale and of dynamic nature, across a wide range of sectors that are of interest to national and international investors.

Aberdeen, Dundee, Edinburgh, Glasgow, Inverness, Perth and Stirling collectively enjoy resources few nations can match – world class universities, one of the most highly-educated workforces in Europe, competitive tax policies, a reputation for innovation and a strong international brand. Our projects and ambition – backed by the Scottish Government – offer a highly competitive and robust offering in innovative and impressive locations.

The latest EY Scotland Attractiveness Survey showed that Scotland is second only to London as the most popular part of the UK to invest in as the country has continued to attract record inward investment, with the total number of Foreign Direct Investment (FDI) projects in 2016 exceeding the previous ten-year high set in 2015. Outside London, Scotland also secured the UK’s highest number of projects in every one of the past five years.

The Alliance is an important way of showing the rest of the world what this country has to offer and by combining our different attributes we will continue to build on our success as a destination of choice for investors. Scotland is open for business and our collaboration means that we can be flexible to investor needs, accommodating a wide range of FDI.

As chair of the Alliance I look forward to building on the successful projects that the Alliance has already helped to deliver in Scotland by working with all partners to attract big investments from around the world and to help deliver a stronger future economy for a more prosperous Scotland.
Aberdeen
“Ranked as one of the UK’s most competitive cities”
Aberdeen is an internationally recognised business centre with globally competitive industries. It has particular strengths in energy, food and drink, tourism and life sciences. The region is home to two leading research universities and internationally significant research centres such as the National Subsea Research Institute, the Rowett, the Marine Lab and the James Hutton Institute.

Aberdeen is one of the world’s top five energy cities and has been ranked as one of the UK’s most competitive and innovative cities. In 2014 Aberdeen was ranked 2nd among the UK’s 63 largest cities in terms of the number of patents per 1,000 population. A quarter of Scotland’s top 100 companies are based in Aberdeen and GVA sits at £18,336m, 15% of the Scottish total.

Aberdeen City Council and Aberdeenshire Council are working with private and public sector partners to develop the region’s economic strategy to remain an economic powerhouse of the Scotland and UK economies with major investment in transport connectivity, digital technologies and a range of large infrastructure projects.

Aberdeen City Council have seized the once-in-a-generation opportunity to kick start a 25-year city centre masterplan; including 12 community-based initiatives, 13 infrastructure proposals, 13 economic outputs and 11 environmental developments across the city. As the Council endeavours to invest £516m in a capital programme over the next five years, the city is on a transformational journey and thriving to remain a great place to invest, live, visits and work.

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Dundee

“A young city with 51% of the population under 40”
Dundee is undergoing a major transformation spearheaded by the £1 billion Dundee Waterfront project, spanning 240 hectares of land stretching 8 km along the River Tay. Construction of the centrepiece, the V&A Museum of Design Dundee, is underway and due to open 2018. Dundee is ranked as one of the winners of the Financial Times fDi Magazine’s European Cities and Regions of the future 2016/17.

Key economic sectors within Dundee include Life Sciences and Healthcare, Creative Industries and Digital Media, Tourism, Energy, Electronics, Publishing, Retail and Education.

Dundee is a young city, 51% of the population is under 40. With a student to population ratio of 1:6, the highest in Scotland, Dundee’s talent pool is skilled, multicultural and highly educated. The city has two world-class universities and an award winning college and is renowned for being a centre of academic and research excellence.

The city has a stunning location on the banks of the River Tay, situated on the east coast of Scotland. It is a city with much to discover with its vibrant arts scene, 5 star visitor attractions, independent cafes and stylish diners, an abundance of green space, easy access to premier ski locations and 60 golf courses within a 30 minute drive and has achieved Scotland’s Beach Award for excellent water quality. Dundee is the first city in the UK to receive the UNESCO City of Design designation.

For more information, contact Allan Watt, Dundee Waterfront Project Director on +44 (0) 1982 433306 or allan.watt@dundeeecity.gov.uk
Edinburgh

“One of the fastest growing and most productive cities in the UK”
Edinburgh is one of the fastest growing and most productive cities in the UK. The city is established as a home to many international companies and The European named Edinburgh as the “Best In FDI – Europe 2016/17.”

The expertise of the city’s financial services sector, rapid growth in technology & software and pioneering discoveries in life sciences is a key attraction for global investors, such as the UK Green Investment Bank, Amazon Development Centre and Toshiba Medical Visualisation Systems, and can now claim the great accolade of “British Entrepreneurial City of the Year 2016”, beating Cambridge, Leeds, London and Manchester to the title.

Edinburgh continues to be one of Europe’s most attractive visitor destinations with average hotel occupancy rates among the highest in Europe.

The workforce is one of the most highly qualified in the UK with 55% of working age residents educated to degree level or above – the BBC voted Edinburgh “Britain’s Brainiest City”.

Innovation is underpinned by an abundance of talent and an unparalleled concentration of world leading research activities. The city is home to five higher education institutions; among them the University of Edinburgh ranked in the top 25 universities worldwide, and the sixth oldest university in the English-speaking world and one of Britain and Ireland’s seven ancient universities.

Edinburgh is a beautiful and compact city with a rich history and thriving cultural scene. Rough Guide voted Edinburgh the fourth most beautiful city in the world. In addition Edinburgh was voted “Best British City” in the Telegraph Travel Awards.

The city’s festivals attracted combined audiences of more than 4.5m in 2015, on par with the FIFA World Cup, and generated £313m for the Scottish economy. It is ranked the UK’s best place to live by uSwitch. These qualities are helping to attract, and retain, a highly skilled workforce that is driving the city’s growth.

investedinburgh.com

For more information, contact Elaine Ballantyne, Head of Investment and International Relations on +44 (0) 131 469 3854 or invest@edinburgh.gov.uk
All of the essentials for a successful 21st century business - a highly skilled and multi-lingual workforce, excellent connectivity, infrastructure, and top-quality office accommodation – can be found in Glasgow.

With a modern, mixed economy Glasgow has strengths in a variety of sectors and sub-sectors: digital technology, financial and business services, creative industries, low carbon, health and life sciences, engineering, design and advanced manufacturing, tourism and major events, and higher and further education. The city is experiencing the emergence of a new breed of companies in satellite/space technology, fintech and digital technology services.

Glasgow never stands still. The Glasgow City Region City Deal, worth £1.13bn will provide a once-in-a-generation investment into the city region infrastructure over the next 20 years with a pipeline of major, transformational infrastructure programmes.

Glasgow consistently ranks highly among UK cities for quality of life (Mercer Quality of Living Rankings). The city and surrounding area offers something for everyone from culture and outdoor activities to sport and music.

Recent investment in event infrastructure such as the SSE Hydro and the Emirates Arena has established Glasgow as an entertainment hot-spot and a city of choice for major sporting events. In 2016, the SSE Hydro was voted world number one by Billboard and number 3 by Pollstar. Glasgow hosted the MOBOs 21st anniversary and will co-host (with Berlin) the 2018 European Sports Championships.

First for FDI Strategy across large European Cities (Financial Times’ FDI Magazine Awards 2014/15), and runner-up in the same category in 2016/17, the appeal of Glasgow and its city region as an investment location is internationally recognised. One of the world’s most resilient cities (Rockefeller Resilient Cities top 100); Glasgow is a forward-looking city with a can-do attitude and in challenging times, is very much open for business.

investglasgow.com

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Inverness
“The fastest growing city in Scotland”
Inverness is the fastest growing city in Scotland with a 15% growth in population since 2001. It has one of the best UK retail investment locations and is home to the UK’s newest university, the University of the Highlands and Islands and Lifescan Scotland, the country’s largest life science business.

Key sectors for employment include energy, tourism, life sciences, construction, public sector, financial and business services sectors. Both the Nigg Energy Park and Port of Cromarty Firth have strong links with the oil & gas and renewables sectors while the Nigg Energy Park also benefits from Enterprise Area status.

There are a number of development opportunities ahead for Inverness such as the £100m Inverness Campus, the Inverness Airport Business Park and the City Deal with the Scottish and UK Governments which sets out ambitions to unlock £1bn of investment in skills and infrastructure for the city and wider region.

The city also offers better connectivity in 2016 with new daily flights from Inverness to and from Heathrow operated by British Airways, and to Amsterdam operated by KLM.

Inverness has an abundance of Scotland’s most beautiful scenery, with Cairngorms National Park on its doorstep, offering easy access to a vast range of outdoor pursuits as well as world renowned golf courses including Castle Stuart Golf Links, which held the Scottish Open Golf Championship in 2016.

enterprisinghighland.com
invernesscampus.co.uk
iabp.co.uk

For more information, contact Kenny MacInnes, Principal Economy Officer on +44 (0) 1463 702553 or kenny.macinnes@highland.gov.uk
Perth is a dynamic small European city and, with projected growth of 25% by 2030, is one of the fastest growing in Scotland. The city is home to the largest campus of the University of the Highlands & Islands and several corporate headquarters, including energy giant SSE, Aviva, Stagecoach and Highland Spring. Perth is within an hour’s drive of seven of the UK’s top research universities and has one of the highest percentages of graduates in the workforce of any Scottish city.

Perth offers all of the strategic benefits of being centrally located in Scotland but without bearing the high land and property prices associated with other major cities. Businesses here enjoy a quality business environment in a beautiful setting along with unrivalled quality of life with excellent transport links to the rest of the UK and beyond.

Perth is a highly attractive option whether locating, relocating or investing.

investinperth.co.uk

“Primed for significant international investment opportunities”

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Situated directly in the centre of the top performing region for FDI outside London, Stirling delivers unrivalled global connectivity at a highly competitive cost. With direct access to international markets, it is a place for growth, through a culture of world class innovation in aquaculture, big data, financial technologies, sport, digital health, dairy and construction; inspired by our pioneering companies, progressive University and talented workforce.

The University of Stirling is one of the country’s top research universities and has one of the highest graduate employment rates in the UK. In particular the university is recognised for world class research in aquaculture, sport and health.

Stirling has a strong and stable local economy with highly developed financial services, tourism and food and drink sectors supported by a rapidly emerging digital technology sector. Stirling University Innovation Park is home to over 40 research and development businesses and is a superb example of how Stirling uses its academic strengths and supportive business infrastructure to drive business innovation and growth.

The quality of Stirling as a business location is testified to by the presence of major businesses such as Capita, Prudential, HSBC, IFDS, Iberico, Maxxium UK, and Graham’s Dairy to name but a few.

Set in a unique historic environment at the heart of Scotland, Stirling offers an exceptional quality of life in the UK’s most affordable city making it a highly appealing location for employers and employees alike.

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Investment promotion

We are showcasing strong investor-ready propositions, designed to meet international expectations. Our Pitch Book incorporates a portfolio of large scale, high quality, investor ready projects in the public and private sectors, which can be tailored to match the interests of specific investors.

We continue to identify a pipeline of investor-ready projects from our cities to showcase in the Pitch Book. We offer not only large-scale, site-specific projects, but can also bring together smaller schemes to create projects of scale which can be more attractive to investors.

The Alliance brings together the various public and private sector interests and responsibilities relating to projects before propositions are put to potential investors. This ensures we consider other necessary steps to make ventures more investor-ready.

Investment promotion takes an investor focused and co-ordinated approach to attracting capital investment to large-scale projects in Scotland, aiming to identify and engage with potential investors. Working with our partners across Scotland’s cities, Scottish Government and our sister agencies we provide a one-stop shop. We are developing long term relationships with investors and engaging with the international investment market directly, as this allows us to better understand the specific requirements of funds and to ensure these interests are directed appropriately.

To view the Pitch Book, visit scottishcities.org.uk/pitchbook or contact Joanne Sefton, Events and Marketing Co-ordinator on +44 (0) 1786 233 329 or joanne.sefton@scottishcities.org.uk
The Scottish Cities Alliance is part of the largest hydrogen fuel cell bus project in Europe, as part of its promotion for a low carbon future. Following a large-scale deployment of hydrogen fuel cell buses, the Alliance is looking at the development of hydrogen refuelling station infrastructure across the cities, and the production of green hydrogen. This will allow Scotland to position itself as one of Europe's leading early adopters of hydrogen technology and attract investment into sectors such as manufacturing, engineering, energy and commercialisation of the technology over the next few years. As well as the economic benefits, zero emission hydrogen buses also contribute to the achievement of Scotland's challenging climate change targets, as well as improving local air quality in our cities.

By adopting a united approach to building a hydrogen economy, Scotland will have the necessary scale to attract investor funding and accelerate our transition to a low carbon economy, to protect the wellbeing of our communities both now and in the future.

A number of UK cities are working with cities from across Europe to prepare a joint bid for the EU Fuel Cells and Hydrogen Joint Undertaking. Aberdeen City Council's deployment of the largest fleet of hydrogen fuel cell buses anywhere in Europe and a state of the art hydrogen production and refuelling station has put Scotland on the map.

For further information on this project please visit fch.europa.eu

For more information, contact Fiona Goodenough, Hydrogen Project Officer on +44 (0) 7789 948866 or fiona.goodenough@scottishcities.org.uk
Smart Cities Scotland

Through the Scottish Cities Alliance millions of pounds are being invested to make Scotland’s cities smarter, using new technologies to accelerate and transform the delivery of city services.

The Alliance is leading on Smart Cities work in Scotland, developing a programme of projects across all seven cities to make them internationally competitive and help boost their economic growth.

This ground-breaking Smart Cities Scotland programme aims to make services across Scotland’s cities become more efficient and greener while making the cities themselves more attractive to potential investors.

This programme aims to transform everything from street lighting to public safety to controlling energy use to make life smarter using open data.

The “Smart” ambitions of Scotland’s cities are connected to projects the cities believe will help them become some of the most desirable places to live and work and most sustainable locations in the world. Projects that have been given the green light include:

**Smart Infrastructure – Intelligent Street lighting**

Aberdeen, Perth, Stirling and Glasgow are piloting Intelligent Street Lighting which will deliver a range of benefits, including more controllable and efficient lighting, delivering energy savings and enhanced public and road safety. This will reduce CO2 emissions by using LED bulbs and sensors to control the lights.

**Smart Services – Waste**

Perth, Dundee, Edinburgh, Glasgow and Stirling will work collaboratively to deliver improved waste management services, including deployment of smart bin technology and innovative smart technology deployed in the waste management process to enhance waste and recycling collections through improved monitoring and sharing of data and information. Sensors in bins will alert waste management services to empty the bin only when full, improving efficiency.

**Smart Infrastructure – Innovation Labs**

An innovation hub in Perth will develop new businesses in the digital and creative sectors linking
to research and education. The Hub aims to foster new businesses and encourage entrepreneurs; but within the facility the Innovation Lab will take this further in terms of developing smart city technologies and solutions.

**Open Data operations**
Cities will create data publication platforms with the introduction of data analytics which will allow cities to make evidence-based decisions to improve services and delivery. This means more informed decisions will be made leading to efficiency.

The data gathered will be made widely available for others to use: it can be used in the development of new products and services and will create more responsive and appropriate services.

There are huge benefits to be gained through this emerging technology. By working together Scotland’s seven cities can strongly position themselves to access investment, accelerate progress through learning, create scale for investors and identify common, transferable approaches, innovations and solutions.

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The Scottish Cities Alliance aims to drive forward the agenda for a low carbon future to help lessen the impact of climate change and ensure the future economic prosperity of Scotland.

Work is underway to develop a low carbon and renewable energy portfolio and reduce energy demand, create approaches to sustainable waste management and apply smart technology to all appropriate infrastructure investment.

The Alliance aims to support Scotland’s transition to a low carbon economy by working with all seven cities to determine the priority areas for low carbon action.

The Low Carbon Resilient Cities Report 2015 outlines opportunities for all cities, including direct economic benefits such as the creation of 21,000 full-time jobs, Gross Value Added (GVA) worth £1 billion and economic investment worth £2.9 billion.

The Alliance is supporting projects following the report’s findings which focus on large scale energy efficiency retrofit and low carbon heat. In addition to these projects, the Alliance is working with the cities’ low carbon representatives, on projects on innovative renewable technologies and the development of the circular economy in the cities. The Alliance will promote the sharing of lessons learned and facilitate access to several low carbon knowledge networks. The Alliance will also work to attract funding for low carbon activity from Europe and other sources.

For more information, contact Iain McCreadie, Policy Manager on +44 (0)141 222 9745 or iain.mccreadie@scottishcities.org.uk
The **Scottish Cities Alliance** is a unique collaboration of Scotland’s seven cities and the Scottish Government working together to deliver economic growth.

With a £7.5 billion investment Pitch Book promoting the great potential across the seven city regions, the Alliance aims to attract external investment, stimulate economic activity and create new jobs and business opportunities.

The vast breadth of opportunity available highlights Scotland’s cities as modern places in which to invest and do business.

The Alliance’s ambitious plans range over the short, medium and long term to create the conditions to deliver expansion, by strategically focusing on infrastructure, low carbon, hydrogen and Smart Cities initiatives, aligned to City Investment Plans.

By utilising the strengths of Scotland’s seven cities – **Aberdeen, Dundee, Edinburgh, Glasgow, Inverness, Perth and Stirling** – the Alliance engages with Scottish investors through events across the seven cities.

By working together Scotland’s cities can create projects of scale and achieve an economically stronger future for Scotland.

Visit [scottishcities.org.uk](http://scottishcities.org.uk) or go directly to the Pitch Book at [scottishcities.org.uk/pitchbook](http://scottishcities.org.uk/pitchbook)