

Making quality of life count

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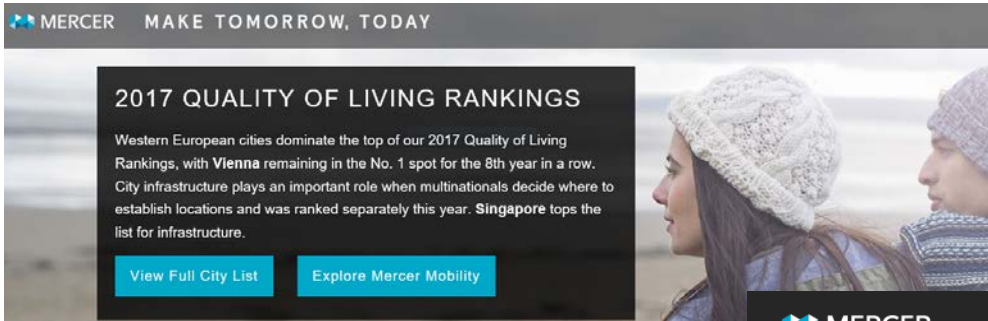
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Making quality of life count



1. Does QoL matter in urban competitiveness ?
2. Does QoL matter in 2nd Tier Cities ?
3. How to make such QoL count as an advantage ?
4. Lead the debate – what Ireland can do to set the agenda



MERCER
2017 QUALITY OF LIVING RANKINGS mercerc.com/qol

Trends in Global Quality of Living: Top 10 Cities vs. Bottom 10 Cities

Western European cities continue to surpass the rest of the world when it comes to expatriate quality of living, by taking 8 of the top spots in Mercer's annual rankings. On the other end of the spectrum, developing, unsafe, and war-torn cities in the bottom of the rankings.

Specialise in:

- Global benchmarking
- International mobile workforces


Marketplace for:

- Calculating hardship allowances
- Generating QoLiving reports





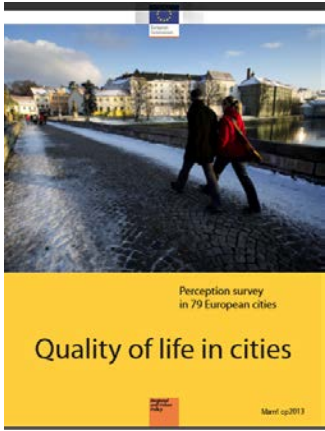
GDP and BEYOND

 COMMISSION OF THE EUROPEAN COMMUNITIES

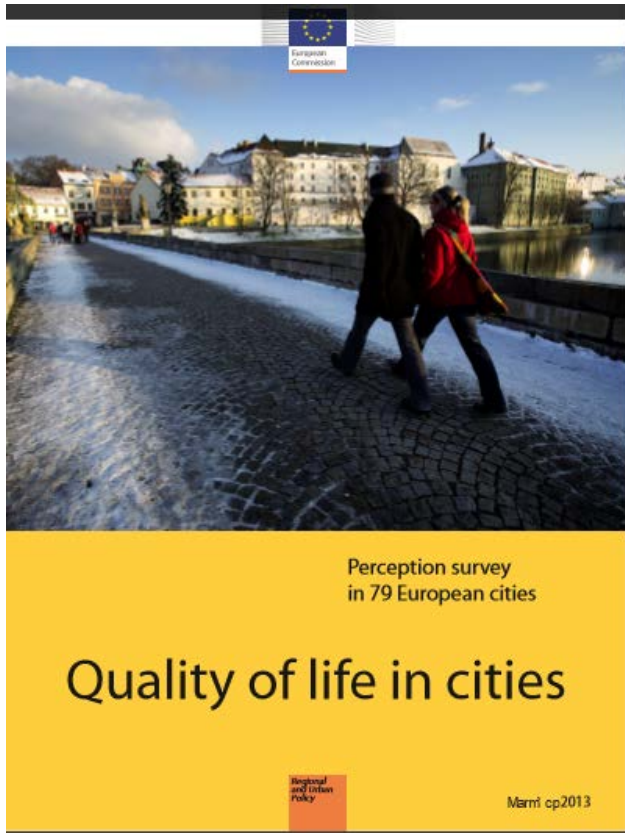
Brussels, 20.8.2009
COM(2009) 433 final

COMMUNICATION FROM THE COMMISSION TO THE COUNCIL AND THE EUROPEAN PARLIAMENT

GDP and beyond
Measuring progress in a changing world



The initiative is about developing indicators that are as clear and appealing as GDP, but more inclusive of environmental and social aspects of progress.

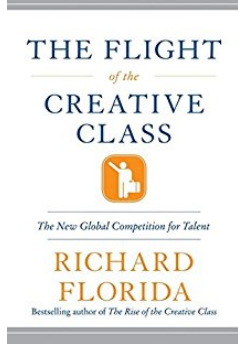
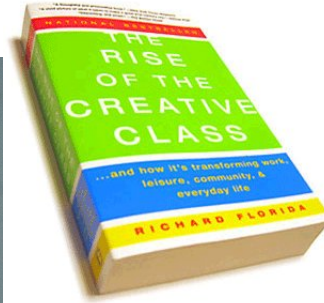


But
The focus is on large cities
and for Ireland only Dublin is
included !



“This survey included all capital cities of the countries concerned (except for Switzerland), together with between one and six more cities in the larger countries. In each city, around 500 citizens were interviewed.”

1	Material living conditions		Income	Consumption	Deprivation/housing	
2	Productive activity		Unemployment	Earnings	Job satisfaction	Health & safety
3	Health		Life expectancy	Infant mortality	Access health care provision	Health status
4	Education		Educational attainment	NEET	Lifelong learning	Skills (language, computing)
5	Leisure & social interactions		Leisure time	Activities with people	Volunteering	Supportive relationships
6	Economic & physical safety		Coping with unexpected costs	Vulnerable groups	Unpaid debt	Crime levels/fear of crime
7	Governance & basic rights		Political/trade union members	Professional association membership	Gender pay gap	
8	Natural & living environment		Sense of environmental quality	Pollution and grime	Air pollution	Noise pollution
9	Overall life experience		Life satisfaction			



FLORIDA ASKS....What attracts and retains talent?

A: Richness of employment opportunity, desirable quality of life, cultural activities, social diversity top the list

But Florida focus is on ONE milieu for younger, single and creative class, with the 'big city buzz', creativity groups, lifestyle

OTHER milieux :

eg family friendly cities – sense of community, family friendly facilities, short commutes (for more than one person), social interactions, local support networks, affordability

Sub-national surveys and rankings do exist....

2 examples from the UK



Top 10 Best Places to Live in the UK 2015

2015 Rank	Region	Rank Change from 2013
1	Edinburgh	+97
2	Solihull	-1
3	Hertfordshire	No Change
4	Northumberland	+4
5	South Lanarkshire	+55
6	Berkshire	+3
7	Darlington	+18
8	North Lanarkshire	+98
9	York	+6
10	Inverclyde, East Renfrewshire & Renfrewshire	+102

THE TOP 50 AREAS WITH THE BEST QUALITY OF LIFE IN THE UK:

1. Hart, South East
2. Elmbridge, South East
3. Winchester, South East
4. Rutland, East Midlands
5. Chiltern, South East
6. Uttlesford, East of England
7. South Northamptonshire, East Midlands
8. Rushcliffe, East Midlands
9. Wokingham, South East
10. Waverley, South East



Why QoL matters....

1. A tool in policy making and in place making – it resonates with many of key (global) challenges
2. a factor that determines to a great extent location decisions of households and businesses



3. one element of strategies aiming to attract people and investments in certain locations

Why QoL matters....

QoL is scarce and people are prepared to trade it off with other things that make them equally happy, in order to have it



Households and businesses make decisions on where to locate based on QoL considerations but need assistance in assessing QoL



QoL is a public good; community resources need to be allocated to it

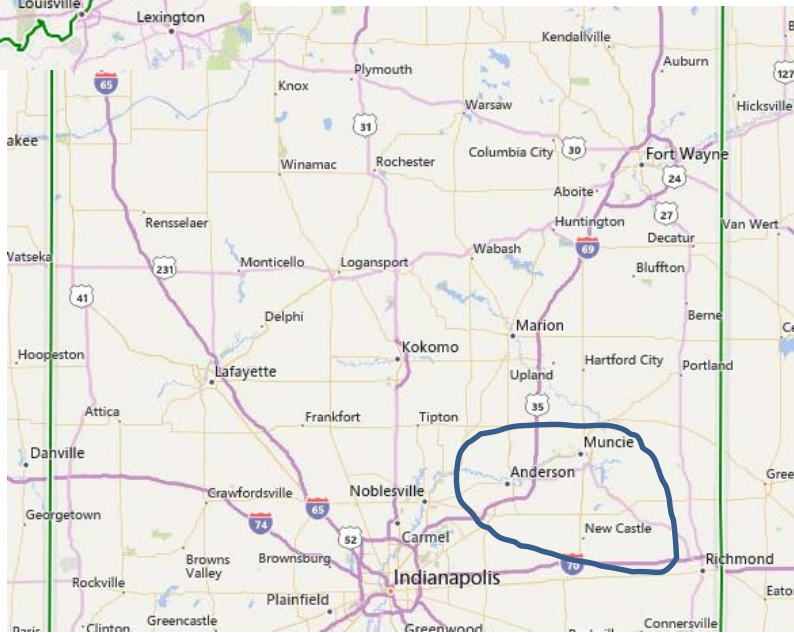


Making quality of life count

1. Does QoL matter in urban competitiveness ?
2. Does QoL matter in 2nd Tier Cities ?



Prioritize Place and Next Generation Quality of Life Investments



Anderson pop = 56,000
Lost 27,000 GM jobs

Muncie pop = 70,000
Lost 5,500 Auto Gear jobs

New Castle pop = 18,000
Lost 4,000 Chrysler

QoL makes a difference in smaller cities.....

in an ever-tightening labor market, companies are choosing locations attractive to **tomorrow's** skilled, mobile work force

many workers - especially recent graduates and young professionals - are selecting a place to live **before** securing employment.

Investing in place-based development has the **further benefit** of being attractive to families and retirees

Learning for successful 2nd tier cities



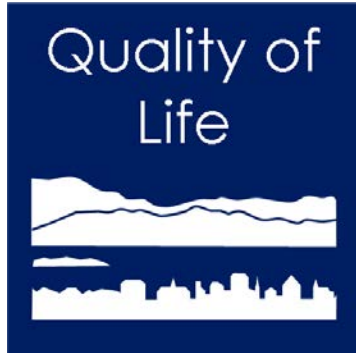
Strategic leadership to mobilise institutions and locally-based stakeholders

Utilising local assets – both unique and generic

Appreciate the value of economic diversity

Capitalise on innovation and creativity

Re-position second tier into global setting



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ACTION 1 - Benchmarking nationally

- Based on QoL measures that narrate local competitive advantages
- Position them alongside 1st Tier Dublin



Why?

Cities are engines of economic growth

Fostering competitiveness nationally

Recognising local differences to support national goals

Building on shared priorities

PROJECT GALLERY

Filter by: **Investor Ready** ▾ **Type - All** ▾



EPARK ABERDEEN



DUNDEE WATERFRONT



**EDINBURGH
UNIVERSITY CAPITAL
DEVELOPMENT**



**EDINBURGH
BIOQUARTER**



CLYDE GATEWAY



**MAGENTA AT CLYDE
GATEWAY**



**INVERNESS AIRPORT
BUSINESS PARK**



Successful in....

- Speeding up investment
- Enhanced advocacy in government
- Facilitated local distribution of national funds (eg smart cities)

But room for improvement.....

1. Focus on economic rather than social and environmental goals
2. Inter-city competition still exists
3. Focus for action is on (limited) areas – esp smart cities,
4. Not addressing QoL – despite initial appreciation of need for consistent, regular measuring

**TABLE 4.2: Factors Affecting Quality of Life
(in order of importance)**

1. Violent crime
2. Non-violent crime
3. Health provision
4. Pollution
5. Cost of living
6. Shopping facilities
7. Scenic quality
8. Cost of owner occupation
9. Education facilities
10. Employment prospects
11. Wage levels
12. Unemployment
13. Climate
14. Sports facilities
15. Travel to work time
16. Leisure facilities
17. Quality of council housing
18. Access to council housing
19. Cost of private-rented accommodation

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Inverness



Crime and pollution are relatively low compared to other UK centres.

The cost of living and home ownership compares favourably.

Scenic quality and access to the countryside is good compared to the densely populated regions

Dundee



Wages are lower but offset by the lower cost of living.

Travel to work times are also significantly lower than in the UK as a whole.

Aberdeen



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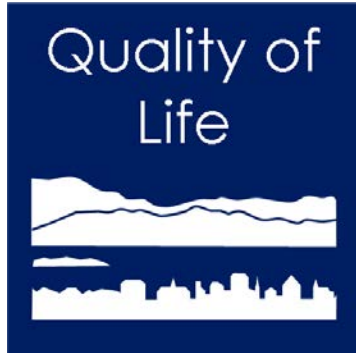
Aberdeen



Inverness – diverse housing market but less diverse employment

Dundee compact city but cultural facilities limited

Edinburgh – buzz but costly



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ACTION 2 - Consider international competitor 2nd Tier cities and benchmark against them

The
Economist

Intelligence
Unit

Global Liveability Ranking 2016



Full video at <http://www.melbourne.vic.gov.au/>



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Opportunities to shape (wider) agendas

1. SMART

use near real-time measures replacing historic data
communicate QoL data to people, help them decide

2. COLLABORATIVE

develop indicators which support 1st and 2nd tier cities
involve 'local' place through resident engagement

3. DYNAMIC

include actions for improvement ... and by whom