

A large teal circle is centered on the page, containing a faded image of the Edinburgh cityscape. The circle is partially framed by a red and blue striped border. The text 'WHY EDINBURGH' is overlaid on the circle in a white, sans-serif font.

WHY EDINBURGH

INVESTMENT GUIDE

ABOUT EDINBURGH

Scotland's capital is the seventh most populous city in the UK.

IT HAS A POPULATION OF

530,000

Rising to 1.4 million people including the wider metropolitan area.

A growing city

Edinburgh's population increased between 2010 to 2020 by **12.3%**. That is more than

51,000

NEW RESIDENTS.

Of all the UK cities, only Manchester recorded higher growth in the number of new residents. By 2030 Edinburgh is forecast to see a further 6% growth, equating to a further 30,000 people.

The city remains popular with students and young professionals.

71%

OF PEOPLE MOVING TO EDINBURGH IS AGED BETWEEN 18 AND 35.

Of the eight most populated UK cities Edinburgh has the second highest GVA per capita after London.

37%

OF EDINBURGH SALARIES ARE ABOVE £50,000 A YEAR.





TOTAL EMPLOYMENT ACROSS EDINBURGH HAS RISEN

15%

in the last ten years with **11% growth forecast** in the next ten according to Oxford Economics.



Edinburgh is a city steeped in history,

having the greatest concentration of listed buildings in Scotland. Edinburgh is a **world Heritage city**. The Old and New Town became a UNESCO world heritage site in 1995 with the Forth Bridge following in 2015.



IN THE LAST TEN YEARS, EDINBURGH'S ECONOMY (GVA) HAS GROWN BY

26%

with Oxford Economics **forecasting growth of 23%** in the next ten years.



51.8%

OF THE EDINBURGH POPULATION ARE CLASSED AS AFFLUENT ACHIEVERS OR RISING PROSPERITY.

This is in comparison to a Scottish equivalent of 28.4% and UK equivalent of 32.0%. (CACI 2022)



Edinburgh is a global asset management and financial hub

with some of the world's largest asset managers based in the city. This includes the likes of *Abrdn* and *Baillie Gifford*.

It is the **financial capital of Scotland** and **4th largest financial centre** in Europe, home to *The Royal Bank of Scotland (NatWest Group)*, *HSBC*, *Lloyds Banking Group* and *Scottish Widows*.

REASONS TO INVEST IN EDINBURGH

Business Centre

1

Edinburgh is home to more FTSE 100 companies than any other UK city outside London and is ranked second largest financial centre in the UK in the latest Global Financial Centres Index.



Innovation hub

2

Outside of London, Edinburgh is the local authority with the highest number of high growth companies in the UK at 621, earning it the title of UK's leading technology hub outside of London in 2021.

Edinburgh Airport

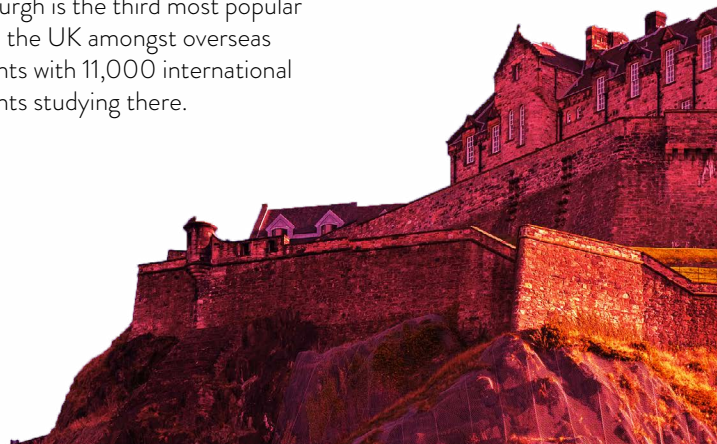
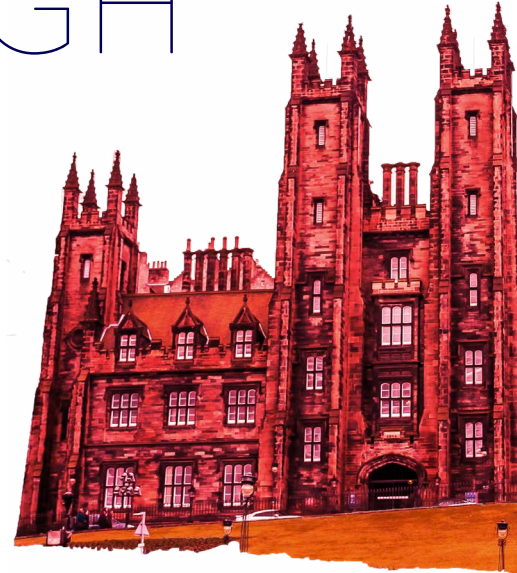
3

It connects close to 15 million passengers each year to over 150 cities worldwide.

International reach

4

Edinburgh is the third most popular city in the UK amongst overseas students with 11,000 international students studying there.





Strong graduate retention rate

5

Over half of graduates choose to stay in the city.

Knowledge hub

6

62% of the Edinburgh workforce educated to degree level or above – more than any other UK city bar Oxford and Cambridge.

Prices rising

7

JLL are forecasting house prices will increase in Edinburgh by an average of 4.8% per annum over the next five years.

Rental demand

8

Increased demand for rental properties is expected to support growth over the next five years. JLL are forecasting increases in rents of 15.9% between 2022 and 2026.

Tourists flock to Edinburgh

9

The most-visited Scottish city and second only in the UK to London, attracting 4 million visitors annually. Recently voted the Best City in the World to visit by (July 2022).

Edinburgh is the greenest UK city

10

112 parks and the only UK city to have more trees than residents.



SALES MARKET

SCOTLAND



11.2%

annual change in Scottish house prices.
(Source: Registers of Scotland)

19,698

average number of new homes delivered
per annum over the last five years.
(Source: Scottish Government)

50%

ten-year growth in average house
prices. (Source: HM Land Registry)

EDINBURGH



63%

growth in average house prices in
Edinburgh in the last 10 years.
(Source: HM Land Registry)

28%

of buyers in Edinburgh in the last 12
months paid cash for their property.
(Source: HM Land Registry)

2,687

new homes completed per annum
in Edinburgh over the last five years.
(Source: Scottish Government)

14%

Edinburgh accounted for 14% of new
build completions across Scotland in
the last five years.
(Source: Scottish Government)

Half

of all sales in the last 12 months
in Scotland for over £750,000
were homes in Edinburgh.
(Source: HM Land Registry)

8.4%

Annual change in achieved prices
for Edinburgh new homes.
(Source: JLL Cities Index H1 2022)

+26.4%

Increase in house prices forecast by
JLL in Edinburgh between 2022 and
2026.

LETTING MARKET

AVERAGE RENTS IN SCOTLAND ROSE

10%

annually in June 2022 and are now 21% higher than they were in March 2020. (Source: Homelet)

A HIGH PROPORTION OF RENTERS IN EDINBURGH WITH

20.7%

of the local population in the Private Rented Sector, this sits ahead of the UK average of 15.5%.

An international city

20%

of tenants moved to Edinburgh from outside the UK

Strong student lettings market

54%

of JLL tenants in Edinburgh are student.

18.8%

Annual change in achieved rents in Edinburgh.

+15.9%

increase in rents forecast by JLL in Edinburgh between 2022 and 2026.

82%

of tenants are under 30 years old.

SCHOOL AND FURTHER LEARNING OPTIONS

Edinburgh state secondary Boroughmuir High School was in the top ten best state schools in Scotland, ranked third in the Sunday Times Schools Guide 2022

George Heriot's School in Edinburgh's Old Town was awarded the top spot, ranked as the best independent school in Scotland.

Higher education in Edinburgh

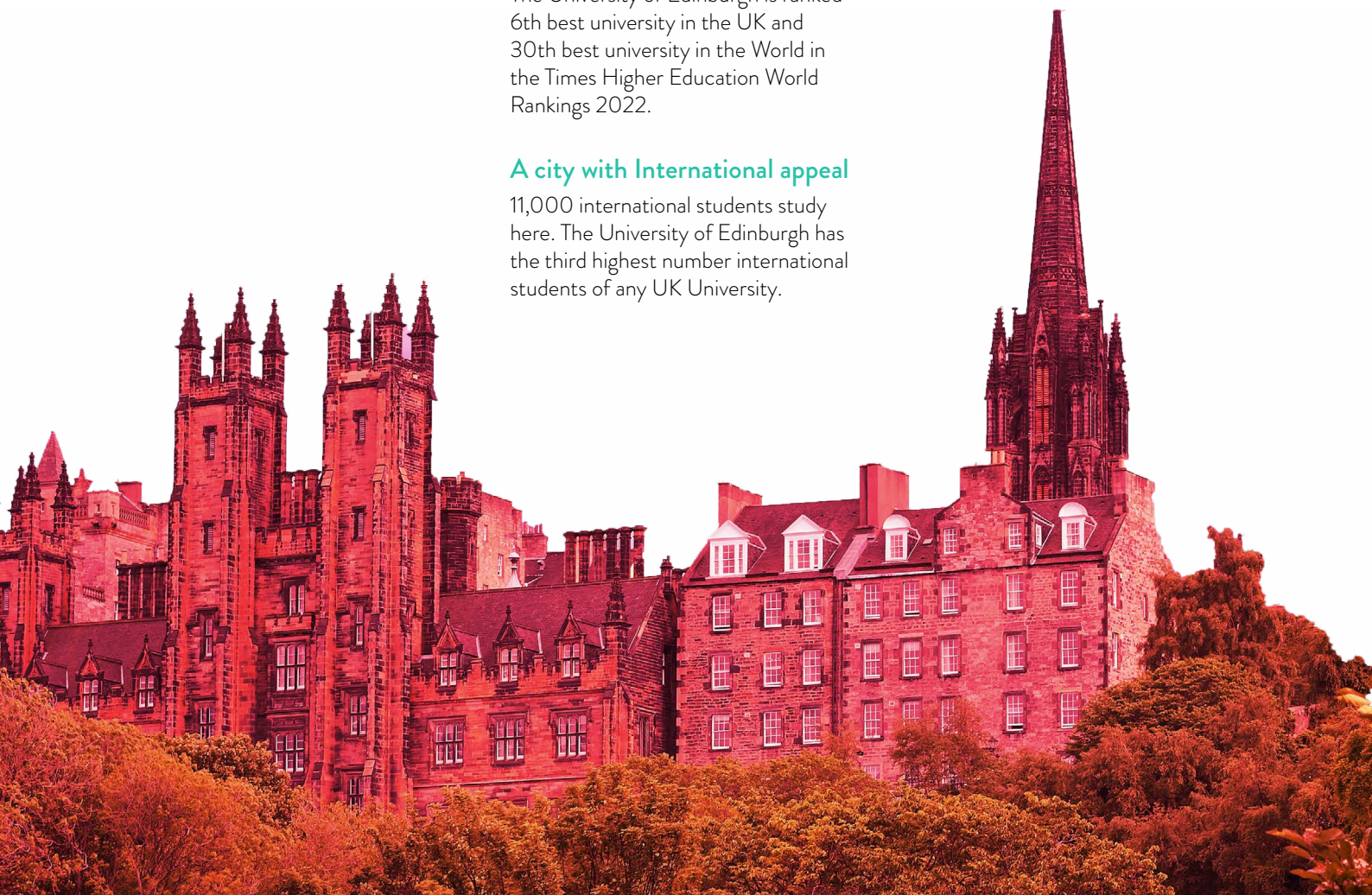
Edinburgh is an internationally renowned city for further education with almost 60,000 resident students

The city has a strong graduate retention rate of 53%, second only to London (67%) in the UK. This is largely down to the quality of life, strong finance sector and expanding technology sector

The University of Edinburgh is ranked 6th best university in the UK and 30th best university in the World in the Times Higher Education World Rankings 2022.

A city with International appeal

11,000 international students study here. The University of Edinburgh has the third highest number international students of any UK University.



TRANSPORT CONNECTIONS



By rail

Edinburgh has two mainline stations. Haymarket to the West and Waverley located in the heart of the city between Edinburgh Old Town and the New Town. More than 25 million travellers pass through Edinburgh stations annually.

Trains reach Glasgow in 42 minutes, with direct trains running to most other UK cities. London can be reached in just over four hours, with trains running every 30 minutes. Passengers traveling between London and Edinburgh also have the option of going to bed in the English capital and waking up in the capital of Scotland. The Caledonian sleeper train departs London at just before midnight, with traveller waking up in Edinburgh at 7:30am.

By air

Edinburgh Airport welcomes the highest number of passengers of any Scottish airport and is the sixth busiest UK airport.

Pre-pandemic the total number of passengers using Edinburgh Airport in 2019 reached 14.7 million. With flights to 158 destinations worldwide.

Ryanair has revealed plans to invest more than \$1billion into Manchester Airport over the next three years. Plans include investment in new aircraft to increase the number of weekly flights to 250, up 50 on pre-pandemic levels.

By tram

Edinburgh has a growing tram network. Currently trams travel between Edinburgh Airport and the New Town with an extension to Leith and Newhaven due to open to passengers in 2023.

7.4

million customers use the Edinburgh tram each year

37%

The percentage of people going to work by bus or bicycle is over three times the Scottish average at

37%

88%

Edinburgh has the highest level of public transport satisfaction compared to other in Scottish cities.

88%

of people in Edinburgh are satisfied with public transport in the city.

WORLD OF RETAIL



Shoppers in Edinburgh are spoilt for choice. Alongside many independent retailers, Edinburgh is the home to Scotland's only Harvey Nichols, Harrods and Louis Vuitton stores.

St James Quarter is the biggest shopping centre in Scotland and the 7th biggest in the UK covering 1.7 million square feet of restaurants, cafes, bars, shops, public spaces and leisure venues.

Flourishing food scene

Edinburgh residents and visitors are spoilt for choice on where to eat in the city. There are more restaurants per head than any other Scottish city. Those looking for fine dining can choose from an array of options, including three Michelin starred restaurants, Condita, Restaurant Martin Wishart and The Kitchin.

For those looking for something different Bonnie & Wild's Scottish Marketplace is Edinburgh's flagship food hall. Creating a new home for some of the best Scottish independent food and drink producers at St James Quarter.

Cultural attractions - Edinburgh in August

Edinburgh is an incredible city to explore all year round, but in August there are even more reasons to visit.

In three weeks in August visitors descend on the city for a celebration of some of the world's best music, theatre, dance and comedy.

The Edinburgh International Festival is an annual arts festival showcasing the best Scottish and international music and performing arts. The Festival includes over 160 performances each year attracting crowds of almost 400,000 people.

Running alongside is the Edinburgh Festival Fringe celebrating its 75th anniversary in 2022. The Fringe is the third highest global ticketed event after the Olympics and the World cup, selling more than 2.5 million tickets. The Fringe boasts over 50,000 performers spread across hundred of venues throughout the city. The Fringe welcomes more than 3million visitors annually, with 1.3 million visitors traveling to Edinburgh from outside Scotland.

In the shadow of Edinburgh Castle, The Royal Edinburgh Military Tattoo attracts visitors from across the globe.





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