

Our role in the city







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Vision

Our world heritage status is a dynamic force that benefits everyone

Mission

To connect people to their heritage



Our Strategic Pillars



- 1. Protect and support the outstanding universal value of the world heritage site
- Champion and promote understanding of the values of our historic city centre world heritage site
- 3. Building capacity and resilience

Underpinning all – Historic City Management

What we have achieved

- **1,500** projects since 1972
- Securing an investment ratio of 5:1
- Restored 30 historic monuments
- Transformed 50 shopfronts
- Directly touched the lives of 10,000 residents

The World Heritage Site



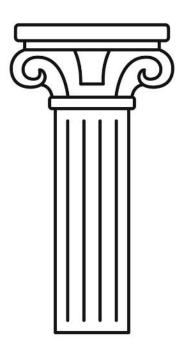
The Old and New Towns embody and influenced the changes in European urban planning from inward looking, defensive walled medieval cities, through 18th and 19th centuries formal architecture and Enlightenment planning, to the 19th century revival of the Old Town with its adaptation of a Baronial style of architecture in an urban setting.



Recognising & harnessing the value of heritage

Protect & support OUV

Physical conservation work & advice, moving towards area-based regeneration





















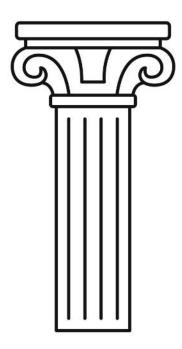






Champion and promote

Ever more inclusive engagement











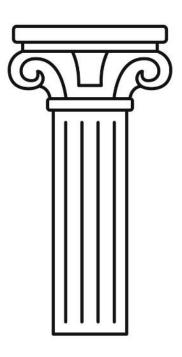






Build capacity & resilience

The historic environment as a key solution to the Climate Emergency





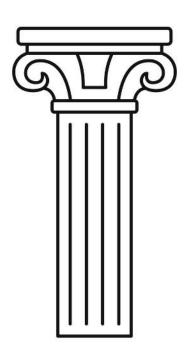


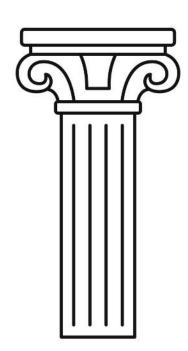


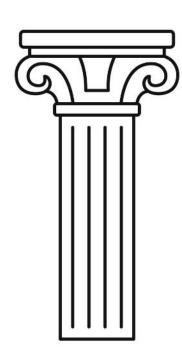




Underpinning all: Historic City Management















Edinburgh's 2030 Tourism Strategy

Final draft, January 2020



Heritage is for, and the responsibility of, everyone

(get involved!)

How you can be part of Edinburgh's Conservation legacy

- Become member!
- Already a member? Recruit
 others, or put us in touch with
 someone who'd be interested in
 making a donation
- Join our corporate membership programme
- Make a donation big or small, we'd love to hear from you



A MIRACLE IN STONE

Celebrating 50 years of conservation







EDINBURGH Linked Nations - Old and New Towns of Edinburgh inscribed on the World Linked Nations - Old and New Towns of Edinburgh inscribed on the World inscri

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