

MAKE  
GOOD  
THINGS  
HAPPEN

# WE ARE URBAN FORESIGHT

The UK's leading place-based  
innovation consultancy.

We work around the world on projects that improve  
lives, protect the environment, and create new  
economic opportunities.

## OUR STORY

Urban Foresight was founded in 2011 as the world's first dedicated smart cities consultancy.

### / Born global

Our first commission was for the International Energy Agency to shape global policy on the role of cities in promoting electric vehicles.

We've since worked around the world with national and local governments, NGOs, and multinational corporations.

From Tyneside to Tuvalu, and Tayside to Turkmenistan, we've delivered globally significant projects and pioneered international best practice.

### / Act local

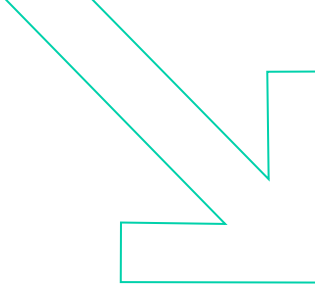
Urban Foresight is a mission-driven business. For us, the concept of smart and sustainable cities is a call to action that demands new strategies and disruptive solutions.

Unprecedented demands are being placed on urban infrastructure and public services. Towns and cities are also facing extraordinary challenges.

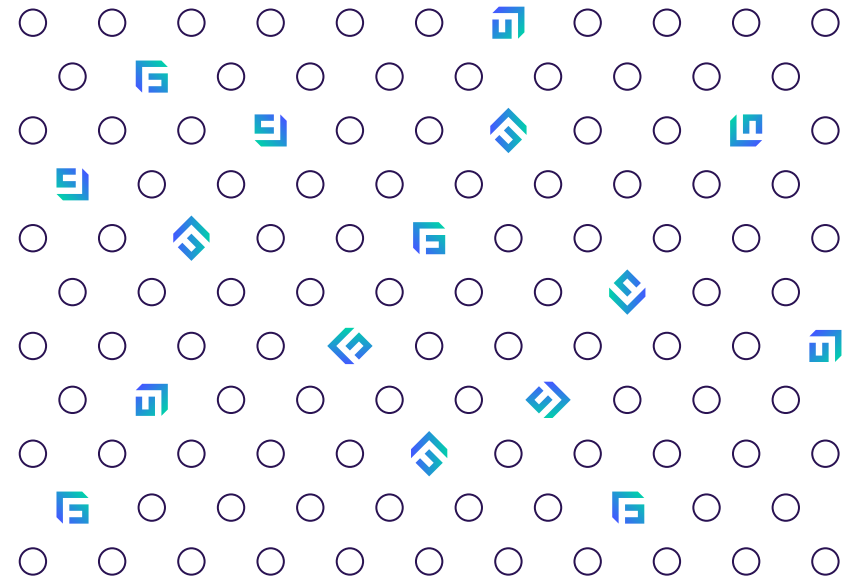
However, cities are also engines of economic growth, hubs of creativity, and drivers of innovation.

We work with ambitious clients to solve societal challenges, transform local services, and create new infrastructure.

Our focus on place-specific outcomes ensures that our projects have a lasting and transformational impact.

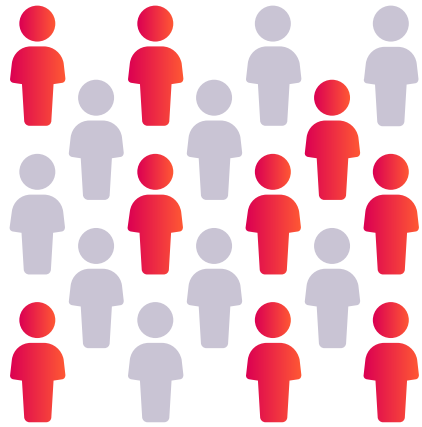


# BORN GLOBAL



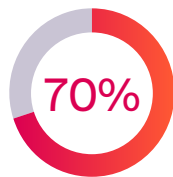
# ACT LOCAL



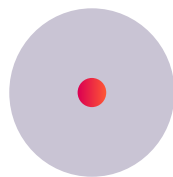


**3.5 billion people**

live in cities today –  
that's half of humanity



of the world population is  
predicted to live in urban  
settlements by 2050



Cities occupy just **3%**  
of the Earth's land

Cities account for:

**60 - 80%**

of energy  
consumption

**75%**

of carbon emissions

**99%**

of the world population  
lived in places where air  
quality guidelines levels  
were not met in 2019



Cities are  
responsible  
for **over 80%** of  
global GDP

By 2030, in the world's largest 750 cities:



**240 million**  
more jobs will  
be created



**260 million**  
new homes will need  
to be built



Half the world's  
population lacks access  
to essential healthcare



One fifth of the world's  
population:

Will not have access to  
secure, adequate and  
affordable housing  
by 2025

Will be aged over 65  
by 2050

## OUR VALUES

### / Shape a better future

- We do work that matters.
- We solve societal problems, champion causes, pioneer policy, and secure major investments.

### / Powered by people

- Growth and development of our people is at the heart of our success.
- Urban Foresight is a place where people are supported, valued as individuals, and motivations are rewarded.

### / Make good things happen

- There's an art to turning good ideas into great projects – this is our unique niche and it's where we excel.
- We take pride in our craft and work hard to achieve positive outcomes.

### / Stay passionate

- We'll always care more than other consultancies.
- Our collective passion benefits our clients and the communities we serve.
- Shared values strengthen our team.

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SIONATE  
PEOPLE  
ACHIEVE  
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NARY  
THINGS

INNOVATION  
FOR

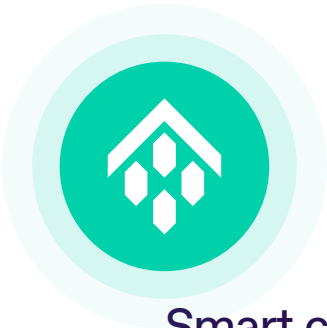


PEOPLE +

PLACES +

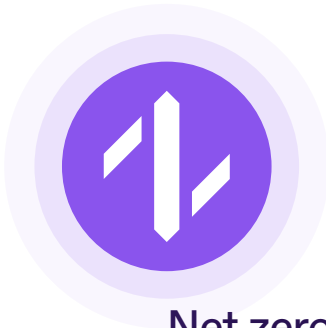
PUBLIC  
SERVICES

# OUR SECTORS



## Smart cities

Better public services and infrastructure powered by technology, data, and new ways of working.



## Net zero & sustainability

Reducing the negative impacts of people, places, and organisations on the environment.



## Electric mobility

Clean vehicles and infrastructure to phase out fossil fuels from transport.



## Advanced mobility

User-centric, sustainable transport systems with new modes, operating models, and technologies.



## Economic development

Investments for social progress, improved living standards, and to create new jobs.



## Health & social care

Promoting independent living, wellbeing, and improved care service outcomes.



## Energy

Secure, clean, and affordable energy systems that are optimised for renewables and integrate new products and services.



## Digital

Digital infrastructure and transformations to help organisations and individuals to succeed.

## OUR SERVICES

Our skill is translating good ideas into great projects.

We provide technical and commercial support to develop new place-based technologies and services.

We also provide the expertise, dedicated resources, and access to funding required to deliver and test innovations in the real world.

### / Research and analysis

- Understanding the markets, opportunities, and potential impacts of new and emerging place-based innovations.

### / Strategy and business cases

- Developing future outlooks, actionable strategies, and robust business cases to implement solutions.

### / Project development

- Designing projects, securing funding, and procuring suppliers.

### / Project management

- Delivery of innovation programmes, pilot projects, and living labs.

### / Networks and business support

- Running innovation networks, knowledge sharing events and business support programmes.







# 10 THINGS THAT MAKE US DIFFERENT

1 /

## Mission

- Our team is united by a shared vision and values. Urban Foresight is a place where you can work on important projects that make a difference.

2 /

## Niche

- Our exclusive focus on smart and sustainable cities makes us unique and gives us a clear value proposition.

3 /

## Work at the cutting edge

- Many of our projects are novel or first-of-their-kind developments. Our business is explicitly set up to track and implement state-of-the art innovations.

4 /

## End-to-end expertise

- We combine thought leadership with practical know-how to turn good ideas into great projects.

5 /

## Understanding of place

- We work with local partners to develop bespoke, place-specific solutions. This is made possible by deep expertise in business models, governance structures, procurement routes, and policy drivers.

6 /

## Track record

- With over a decade of experience, we have developed specialist knowledge and a track record which is unmatched by traditional consultancies.

7 /

## Challenger business

- Change demands a better alternative to traditional consultancies. We provide fresh ideas, creative thinking, and the skills to deliver next generation solutions.

8 /

## Speed & agility

- As a smaller consulting firm, we can respond quicker to challenges, new opportunities, and our client's needs.

9 /

## Independence

- We're a trusted, neutral broker of solutions that works to achieve the best value and outcome for our clients.

10 /

## We care more

- We're focused on outcomes, passionate about the communities that we serve, and motivated to solve societal challenges for all.

# POWERED BY PEOPLE



Urban Foresight strives to be a best practice employer.

This is reflected in the commitments we make and the practices we follow.

## / Progressive workforce engagement

→ A positive working environment with dialogue encouraged throughout the business.

## / Investing in youth

→ Our investing in youth policy has been externally endorsed and has helped young people to rapidly progress to senior roles.

## / Structured workforce development

→ Training and development is guided by learning and development principles and a career progression framework.

## / Promoting diversity and inclusion

→ We celebrate diversity and strive to foster belonging, empowerment, and opportunities for all.

# REWARDS + BENEFITS



Tools + Charities & volunteering + Commuting + Family life + Social + Learning & development + Work/  
+ Tech tools + Charities & volunteering + Commuting + Family life + Social + Learning & development +  
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Health & wellbeing + Company car + Financial + Tech tools + Charities & volunteering + Commuting

## + Work/life balance

- Holiday leave and bank holidays that increase with length of service
- Carry-over holiday balance

## + Financial

- Competitive salary
- Employer pension contribution
- Enhanced sick pay
- Life insurance

## + Learning & development

- Unique opportunities and continuous development
- Career progression framework and appraisals
- Paid professional membership fees
- Opportunities to attend conferences and training courses
- Company-wide knowledge sharing initiatives

## + Health & wellbeing

- Paid eye tests
- Up to £150 contribution towards DSE prescription glasses or lenses

## + Social

- Annual social meetup and celebration
- Team meals
- Nights out and activities
- Staff social committees and a dedicated budget

## + Family life

- Enhanced family leave (maternity/ paternity/ adoption leave)
- Compassionate leave
- Childcare voucher scheme
- Day off for your child's first ever school day

## + Company car

- Corporate electric car scheme

## + Charities & volunteering

- Give as you earn salary contribution option
- 2 days paid volunteering leave per year for a charity/ community group of your choice

## + Commuting

- Cycle to work scheme
- Interest free loan for annual travel pass
- Corporate discounts on travel passes
- Co-wheels car club membership

## + Smart working

- Holiday trading (buy/sell extra days)
- Extra paid day off for your birthday
- 4 weeks paid sabbatical after 5 years of service

## + Tech tools

- Personal laptop/PC and peripherals

## OUR OFFICES

We operate from high specification offices in two of the UK's most vibrant city centres





# NEWCASTLE UPON TYNE



## The UK smart city of the year

[DIGITAL LEADERS, 2019](#)



One of the best second cities on earth

[ROUGH GUIDE, 2021](#)

Ranked 21st in global smart city index and highest UK city

[IMD, 2021](#)

The UK's favourite place

[2CHILL, 2021](#)

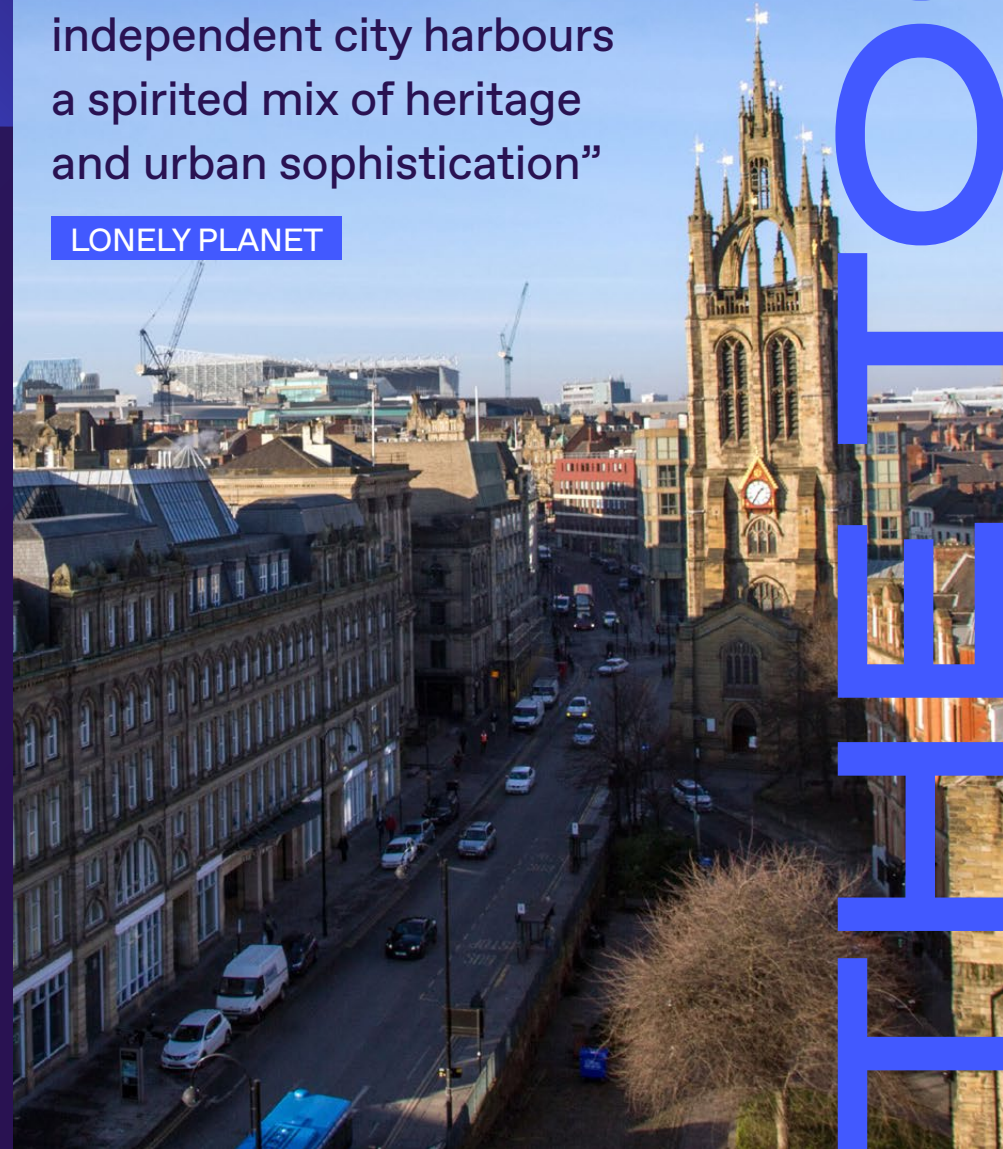
Fourth most desirable city to live in the UK

[ROYAL MAIL, 2018](#)



Against its dramatic backdrop of Victorian elegance and industrial grit, this fiercely independent city harbours a spirited mix of heritage and urban sophistication”

[LONELY PLANET](#)





# THE CATALYST ▾

📍 NEWCASTLE UPON TYNE





# DUNDEE



## Britain's coolest little city

[GQ MAGAZINE, 2015](#)



Best place in Scotland  
to live

[SUNDAY TIMES, 2019](#)

UK's first and only  
UNESCO city of design

[2014](#)

One of the best places to  
live in the UK

[SUNDAY TIMES, 2020](#)

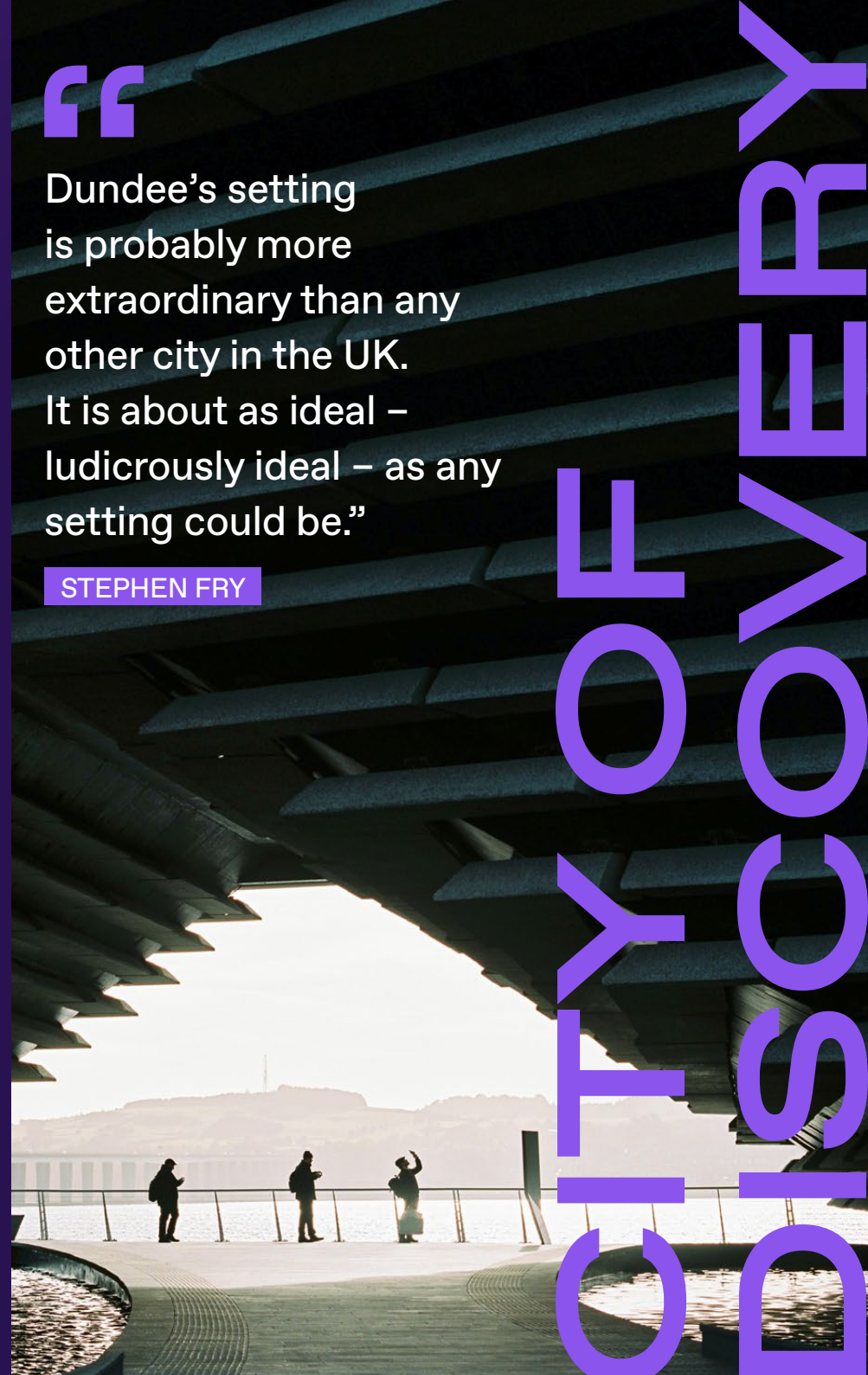
Europe's most visionary  
electric vehicle city

[WORLD EV ASSOCIATION,  
2018](#)

“

Dundee's setting  
is probably more  
extraordinary than any  
other city in the UK.  
It is about as ideal –  
ludicrously ideal – as any  
setting could be.”

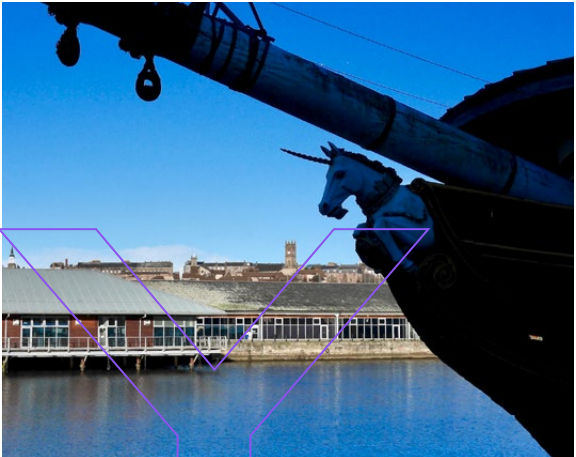
STEPHEN FRY





# CITY QUAY ▾

📍 DUNDEE



# AMBITIOUS, SUCCESSFUL, AND GROWING

Our ambition is to become the global go-to company for sustainable place-based innovation.

Urban Foresight is the only consultancy of any scale in the UK that has an explicit focus on smart and sustainable cities. There are only a small number of businesses specialising in this sector worldwide.

We're at an exciting stage of scaling-up our business. We're looking for talented, motivated, and passionate people to join us on our journey.

# COULD YOU BE AN URBANITE?

## / Heart

Passionate about what we do, courageous in challenging the status quo, and cares deeply about the communities we serve.

## / Feet

Goes the extra mile to ensure that our colleagues, clients, and company succeeds.

## / Head

Relishes the challenge of working at the cutting edge and finds creative ways to solve complex challenges.

## / Shoulders

Eager to take responsibility and works hard to make good things happen.

## / Hands

Takes pride in our craft and is always eager to help others.







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