MAKE GOOD THINGS HAPPEN
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.
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.
WHO WE ARE

3.5 billion people
live in cities today - that’s half of humanity

70%
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

Half the world’s population lacks access to essential healthcare

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

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.
WHAT WE DO

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 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.
Our clients fall into two broad categories:

1 / Organisations with place-based needs
   → Local and regional authorities, national governments, wider public sector, and third sector organisations.

2 / Suppliers with innovative solutions
   → Large corporates, high growth SMEs, and universities.

Most of our work is for public sector organisations through competitively won contracts.

We also offer professional services to suppliers that are moving into the smart cities market. This includes companies in energy, transport, buildings, healthcare, digital, and finance sectors.

We have a long-track record of working with clients outside of the UK. In recent years this has included high profile commissions from organisations such as the Asian Development Bank and the International Energy Agency.
### 10 Things That Make Us **Different**

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<tr>
<td><strong>1 / Mission</strong></td>
<td>Our team is united by a shared vision and values. <strong>Urban Foresight</strong> is a place where you can work on important projects that make a difference.</td>
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<td><strong>2 / Niche</strong></td>
<td>Our exclusive focus on smart and sustainable cities makes us unique and gives us a clear value proposition.</td>
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<td><strong>3 / Work at the cutting edge</strong></td>
<td>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.</td>
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<td><strong>4 / End-to-end expertise</strong></td>
<td>We combine thought leadership with practical know-how to turn good ideas into great projects.</td>
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<td><strong>5 / Understanding of place</strong></td>
<td>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.</td>
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<td><strong>6 / Track record</strong></td>
<td>With over a decade of experience, we have developed specialist knowledge and a track record which is unmatched by traditional consultancies.</td>
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<td><strong>7 / Challenger business</strong></td>
<td>Change demands a better alternative to traditional consultancies. We provide fresh ideas, creative thinking, and the skills to deliver next generation solutions.</td>
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<td><strong>8 / Speed &amp; agility</strong></td>
<td>As a smaller consulting firm, we can respond quicker to challenges, new opportunities, and our client’s needs.</td>
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<td><strong>9 / Independence</strong></td>
<td>We’re a trusted, neutral broker of solutions that works to achieve the best value and outcome for our clients.</td>
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<td><strong>10 / We care more</strong></td>
<td>We’re focused on outcomes, passionate about the communities that we serve, and motivated to solve societal challenges for all.</td>
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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.
**WHAT TO EXPECT**

**REWARDS + BENEFITS**

+ **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

+ **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
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

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

One of the best second cities on earth

ROUGH GUIDE, 2021

The UK’s favourite place

2CHILL, 2021

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

IMD, 2021

Fourth most desirable city to live in the UK

ROYAL MAIL, 2018
THE CATALYST

NEWCASTLE UPON TYNE

Find out more
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

Britain’s coolest little city
GQ MAGAZINE, 2015

Best place in Scotland to live
SUNDAY TIMES, 2019

One of the best places to live in the UK
SUNDAY TIMES, 2020

UK’s first and only UNESCO city of design
2014

Europe’s most visionary electric vehicle city
WORLD EV ASSOCIATION, 2018
WHAT TO EXPECT

THE FLOUR MILL

DUNDEE

Find out more
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.
1/ Do work that matters and has a direct impact

2/ Competitive salary and excellent benefits

3/ Passionate colleagues and supportive working environment

4/ Career progression in a secure, ambitious, and growing business

5/ Smart working and positive work-life balance

6/ Culture of respect, recognition, and collaboration

7/ Cutting edge projects, new challenges, and globally significant work

8/ No two days are the same

9/ Share your knowledge with others and learn something new every day

10/ Be part of something unique