

# ANGUS ECONOMIC RECOVERY PLAN

Economic Development  
County Buildings  
Forfar  
November 2010

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## FOREWORD

On Friday 12th March 2010 at the Piperdam Golf & Leisure Resort the Angus Community Planning Partnership held its annual planning day. The day was attended by some 50 delegates representing a wide range of community planning partners.

The day consisted of both presentations and interactive workshops that were designed to help participants focus on the key issues currently relevant to the Angus Community Planning Partnership.

At this event it was important to consider the current partnership vision and priorities and discuss potential new and emerging priorities, reflect on the outcomes we want to achieve for individuals and communities as well as the impact of our outcome approach and ensure that the current partnership structure is fit for purpose as the partnership moves into more difficult financial times or whether adjustments need to be made.

From this event the new vision has been adopted:

*'Angus is a place where a first class quality of life can be enjoyed by all'*

with the following priorities:

The five values operate in parallel with the Angus community planning priorities, which are stated as "Communities that are: Prosperous and Fair; Learning and Supportive; Safe and Strong; Caring and Healthy; Sustainable. This compliments the Partnership values:

- We will provide excellent public services that are value for money
- We will improve public services through partnership working
- We will actively engage with communities
- We will promote sustainable growth
- We will promote fairness and equality

These priorities and values are critical if we are to achieve Economic Growth and therefore are represented throughout this Economic Recovery Plan.

Signatory

## INTRODUCTION

In March 2010, the Scottish Government published an update on the national Economic Recovery Plan updating its priorities and focussing on “Accelerating Recovery”. This reviewed current areas for growth and development and highlighted new ways of accelerating recovery by ensuring that the Scottish Government is responsive and supportive to the needs and opportunities of Scottish businesses. This document highlighted the key mechanisms required for strong economic growth that include investing in innovation and industries of the future, strengthening education and skills and supporting jobs and communities. These growth areas closely follow the original strategic themes which were as follows:

**WEALTHIER & FAIRER** Enable businesses and people to increase their wealth and more people to share fairly in that wealth.

**SMARTER** Expand opportunities for Scots to succeed from nurture through to life - long learning ensuring higher and more widely shared achievements.

**HEALTHIER** Help people to sustain and improve their health, especially in disadvantaged communities, ensuring better, local and faster access to health care.

**SAFER & STRONGER** Help local communities to flourish, becoming stronger, safer places to live, offering improved opportunities and a better quality of life.

**GREENER** Improve Scotland's natural and built environment and the sustainable use and enjoyment of it.

The publication of ‘Delivering for Scotland - The government’s programme for Scotland 2010-2011’ in September 2010 also focuses closely on the strategic theme’s and plans to be a Programme to protect and improve vital public services, to support businesses, families and communities through tough economic times and to accelerate the recovery. In renewables and green energy, Scotland continues to enjoy high levels of investment and an increasing recognition that it can become a world leader in the industry. This has prompted a Programme to help meet climate change targets and realise the huge economic potential of renewables. This document is linked below for further reference.



Scottish Government  
Priorities 2010 - 2011

The Economic Recovery Programme is a constantly-evolving framework for action, undertaken collectively by the Scottish Government, local government, public bodies and our social partners working together.

In particular, there are opportunities for partnership working to support growth within the key industries of the future.

Locally Partnership working is essential in order to deliver public services throughout Angus. To strengthen relationships Angus Council has developed its own corporate policies and programmes in the context of the Angus Community Planning Partnership's Economic Development Strategy. This was formulated by the Angus Economic Development Partnership (AEDP) and has three key sectoral priorities (closely aligned with key national priority sectors) which focus on Sustainable Energies, Tourism and Food & Drink.

To support the sectors of the Angus Economy Angus Council is developing industry groups which can work together on mutually beneficial joint marketing initiatives and develop new products which will meet the needs of the marketplace.

A number of groups have already been established including;

- A Golf Industry Group
- An Outdoors Group
- A Food & Drink Group
- An Accommodation Group

Through these groups the following events and attractions will be supported:

- Angus Walking Festival
- Pictavia Visitor centre
- Roots festival
- Carnoustie Country Classic Golf tournament.

These initiatives are used to promote Angus locally, nationally and internationally under a number of themed initiatives including Ancestral Tourism, the Angus in China Initiative, Scotland's Tartan Day and the Carnoustie Country destination brand. In addition, an all-year-round events programme is supported in partnership with local area partnerships and business associations as well as some key events e.g. the British Open Golf which provide Angus with a global reputation as a tourism destination.

The Angus focus on the sustainable energies both energy efficiency and renewable energy sector brings a new opportunity to support the local supply chain, harness the potential benefits of the planned investment in offshore wind energy and a number of other new energy solutions.

As well as supporting the key priority sectors that have most potential for driving economic growth, Angus Council and its partners are continuing to target investment at support for skills and efforts to work with business towards recovery.

Angus Council will be doing what it can to support this recovery through its own policies and programmes including acceleration of capital expenditure and policies within procurement which directly affect the local business community.

The Scottish Government has stressed that it is now essential for Local Authorities throughout Scotland to take stock, look ahead and move forward in terms of the Local and National Economy and this Economic Recovery Plan outlines some of the measures that will be implemented to support the survival of the local business base during the recession and the stimulation of economic recovery and growth over the next few years.

## THE IMPACT OF RECESSION - NATIONAL AND GLOBAL ECONOMY

### Scotland's Economy

In Scotland, the recession has been shorter and shallower than in the rest of the UK, but the impacts on families, businesses and communities are real and will be felt for some time. The Scottish economic recovery remains fragile. Output in the Scottish economy remained static over the first quarter of 2010 and there are enduring risks to the performance of Scotland's labour market.

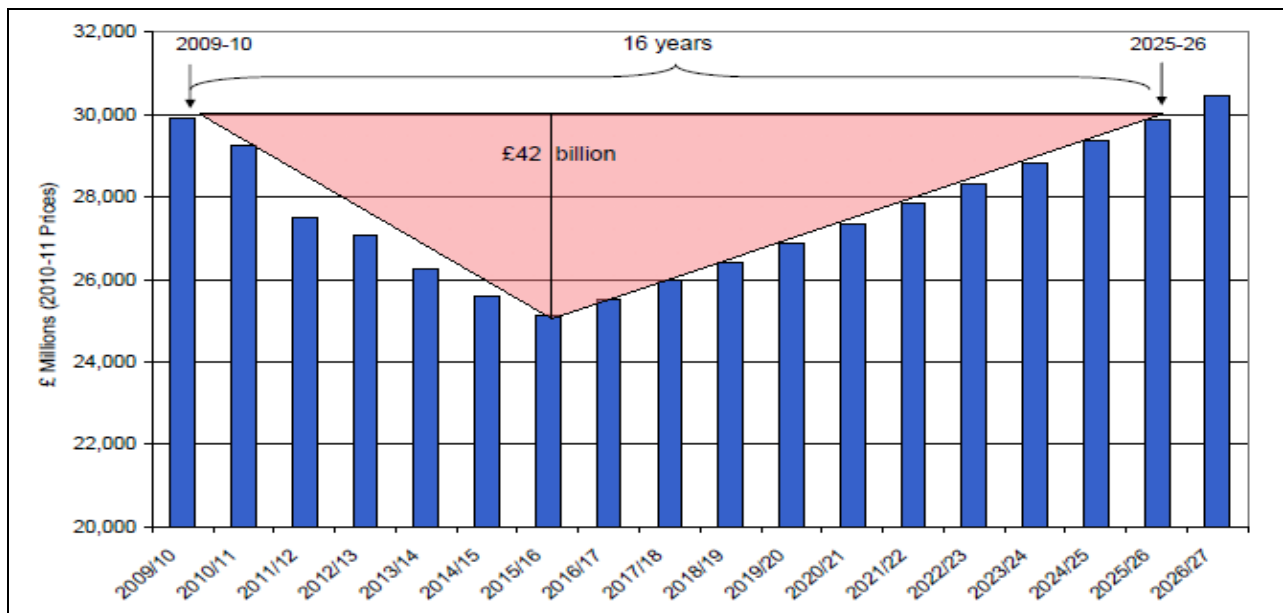
The Scottish Government Economic Recovery Plan has catalysed action across the Scottish public sector, with initiatives by government, local authorities and others to address the impacts of recession and accelerate the Scottish recovery. In line with the Government Economic Strategy, steps have included:

- New skills and training policies to meet the demands of the recession. Through ScotAction, £150 million has been invested to help the unemployed re-enter the labour market. ScotAction has also helped employers develop their workforce and provided vital support for those facing redundancy. Over 2010-11, the Scottish Government has made provision for over 40,000 training places, including 20,000 Modern Apprenticeship starts and 5,000 flexible training opportunities to specifically meet the needs of business. Partnership Action for Continuing Employment (PACE) is continuing to help businesses and individuals facing redundancy situations;
- The acceleration of nearly £350 million of the Scottish Government's capital budget, as a stimulus to mitigate the fall in private sector demand. Estimates suggest that this spending alone has helped support 5,000 jobs in the Scottish economy, predominantly in the construction sector. Through this programme, local authorities have also accelerated £90 million of spending on the school estate; and £24.5 million has been invested in delivering road improvements and enhanced park and ride facilities;
- £18.6 million was provided for extra infrastructure improvements for colleges and universities; and Scottish Enterprise accelerated £30 million of investment in key projects to deliver wider benefits to the Scottish economy including investment in the Edinburgh BioQuarter and the SECC in Glasgow;
- Front-loading of European Structural Funding over the period 2007-13 to create a stimulus. This funding continues to help vulnerable individuals and support business growth and innovation. The Scottish Government has now approved the allocation of £500 million to over 600 projects across Scotland which will help around 80,000 individuals;
- Minimising the Scottish Government's payment terms with suppliers to ten days, to ease trade credit pressures, at the request of business groups. A new clause in Government supplier contracts has also ensured that any other payments within that supply chain are made within 30 days to help other small businesses; and
- Through the £60 million Town Centre Regeneration Fund working with our local authority partners to rejuvenate 89 town centres across Scotland.

## Future Prospects for Scotland

The latest evidence suggests that the Scottish economy was close to emerging from recession in the final quarter of 2009. The recovery is expected to gather pace in 2010, as business surveys report an improved outlook for the first half of the year. Like the UK, the recovery is expected to be modest, with independent forecasts suggesting growth of between 0.3% to 1.0% in 2010. While exact implications for public spending will not be known until 20th October 2010, following the completion of the Comprehensive Spending Review, it is clear that public spending will be subject to a period of significant constraint in the years ahead. To date it has been announced that public spending reductions will be considerable and there are also noticeable tax increases such as the rise in VAT from 17.5% to 20.0%. By 2015/16, the UK Government plans to have implemented discretionary tightening worth £128 billion, of which £99 billion (77%) will come from spending cuts and £29 billion (23%) will come from tax increases.

**Table 1 – Estimated Scottish Government Expenditure – June Budget**



Source: Scottish Government Calculations

As Scotland emerges from recession, the shift in global trade, a competitive exchange rate and the need to develop new sources of demand have made it a priority to develop and support international markets. Scottish Development International (SDI) is investing more resources to help companies across Scotland internationalise, through widening access to its International Preparedness Programme and, through its three year Smart Exporter project, helping up to 1,000 companies with the skills and knowledge required to expand into new international markets. In addition, Scottish Enterprise has supported nearly 900 businesses to improve their leadership skills so that they can identify and respond to new opportunities in the global economy.

## Global Economy and Future Prospects

The global economic recovery continued to gather pace towards the end of 2009 with many advanced economies moving out of recession following a return to growth. The UK was the last G7 country to come out of recession, following 0.3% growth in Q4 2009 after six consecutive quarters of falling output. The improvement in conditions in the global economy has been attributed, in part, to the unprecedented policy measures that were introduced throughout 2009. These have stabilised the financial system and stimulated demand. Despite the increase in economic activity, unemployment in many countries continues to rise, albeit at a slower rate than previously. Inflationary pressures are expected to remain subdued in the immediate future due to excess spare capacity in the global economy.

The global economic recovery is expected to strengthen throughout 2010, with the latest forecasts by the IMF and OECD being revised upwards since spring 2009. Emerging economies are still expected to drive the recovery, with most advanced economies forecast to achieve only modest growth in 2010. The recovery in the UK economy is expected to lag behind many other countries. Significant downside risks still remain over the scale of the global recovery, with credit markets remaining impaired and restructuring still to fully take place within the financial sector. Furthermore, rising inflationary pressures, particularly from commodity prices, pose a further threat to future growth.

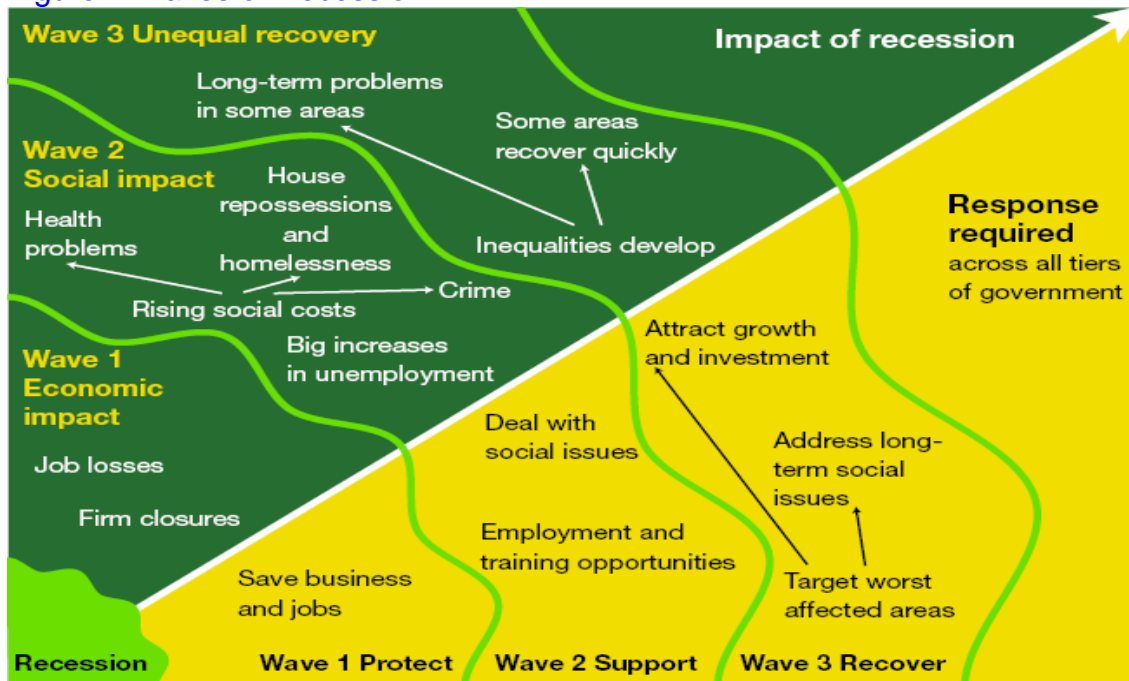
## The Impact of the Recession on the Angus Economy

The economy across Scotland contracted throughout April 2008, which was the beginning of the recession. This trend was also evident in Angus and initiated a series of events, firstly banks reduced the amount they were lending to consumers and businesses and secondly the housing market started to experience reduced prices and therefore fewer houses were put up for sale. With a reduced amount of spending businesses began to suffer and by July 2009 unemployment figures began to rise to a rate higher than in any of the previous 5 years.

The unemployment rate has been consistently better than the Scottish average (since 2001) and in October 2010 those recorded as claiming the Job Seekers Allowance (JSA) in Angus was at 3.0% of the Angus workforce (Scotland 3.8%).

In Scotland the closure of major retail chains was filtering down to the local level with empty shop units, redundancies and higher numbers of benefit claimants. This cycle was seen throughout Scotland and is explained clearly in figure 1 below:

Figure 1 Waves of Recession



Source: Audit Commission 2009

**Wave 1: Economic.** A relatively short period where economic output declines; firms fail or reduce staff numbers; unemployment rises quickly; and real incomes fall.

**Wave 2: Social.** A longer period in which output growth returns, but job losses continue. Unemployment remains high, bringing with it increasing housing, health and domestic problems.

**Wave 3: Unequal recovery.** Recovery occurs when the economy is expanding and unemployment has passed its peak. Investment and economic development return, but not all areas benefit. Some continue to decline, while others bounce back

Coming out of the recession affects each Local Authority differently, just as each area experienced variances during the recession. It is essential at this stage to initiate recovery plans in order to facilitate growth of the Economy.

## Impact on Industry

The Scottish Government has responded rapidly to the economic downturn to ensure that businesses have access to the necessary advice, support and training to weather the recession. They have put in place spending packages to support those sectors worst affected by the recession which at a Scottish level have included manufacturing and construction sectors, where output has declined by 11.3% and 13.1% respectively since the Scottish economy entered recession - broadly matching the scale of decline witnessed in the UK as a whole. The service sector has experienced a less marked decline - 4.8% since the start of the recession.

The changes in jobs by sector have broadly followed the pattern of the decline in output. The most rapid rates of decline have been in the manufacturing and construction sectors, falling by 6.3% and 7.9% over the year to September 2009 respectively, in line with reductions at the UK level. The largest falls in the number of employee jobs were in distribution, transport, finance and business services (down 34,000 over the year), and manufacturing (down 14,000).

In Angus there is reliance on the Service sector with over 25,000 people employed. Within all sectors there is a high percentage of people employed at the senior and technical levels as well as the skilled trades. This pattern is shown in figure 2.

Figure 2 – Employment by Occupation



Source: ONS Annual Population Survey (Updated annually)

During the recession the key sectors affected have primarily been construction, retail and manufacturing; however the exact figures are not due to be updated until December 2010.

These sectors experienced the greatest impact during the recession due to their reliance on consumer spending and interest rates. With an increase in unemployment and reduction in house prices consumer spending reached an all time low across Scotland reducing disposable income and forcing people to re-consider buying and selling houses.

Overall, this led to construction having to reduce staff and their overall business and a reduction in demand for manufacturing as the pound became weak internationally.

In Angus it will be essential to work with partners to identify skills gaps in order to provide the training and education required to fill positions in the growing sectors of Social Care and Health, Tourism, Renewables and Retail.

**Table 2 - Employees by Industry 2008**

	<b>Angus (no.)</b>	<b>Angus (%)</b>	<b>Scotland (%)</b>
Agriculture	2,463	6.7	1.5
Manufacturing	5,500	14.8	8.7
Construction	2,100	5.8	5.9
<b>Services:-</b>	<b>26,500</b>	<b>71.8</b>	<b>81.9</b>
Distribution, hotels & restaurants	8,600	23.3	22.2
Transport & communications	1,200	3.3	5.1
Finance, IT, Retail, other business activities	3,800	10.2	19.1
Public admin, education & health	10,700	29.0	30.0
Other services	2,200	6.0	5.4
<b>Tourism-related<sup>†</sup></b>	<b>3,600</b>	<b>9.7</b>	<b>8.9</b>

Source: NOMIS (Updated Annually Nov 2010)

As with Scotland, Angus has a high dependence on public sector jobs (Angus: 29%, Scotland 30%). In 2008, employment in Angus was dependent on the service sector (public services included), which accounted for 71% of jobs (Scotland 82%) and for 14% of jobs in manufacturing (Scotland 8%). There was reliance on primary industries (agriculture, forestry, fishing) representing 7% of employees (Scotland 2%). Angus was below the Scottish average in the following sectors: hotels and restaurants; transport, storage and communications; financial intermediation; business activities, real estate and renting; and 'other' community, social and personal services.

Small and medium sized enterprises (SMEs) in Angus employ a significantly greater proportion of all workers compared with Scotland as a whole (Angus 55%, Scotland 28%). Angus ranks in the top eight Local Authorities who have businesses with an employment size band of 0-4 employees. Many of these are one-person businesses and many are looking to increase their income in one way or another often by diversifying the core business.

In construction, the decline is thought to be temporary; in others, such as agriculture and engineering, it is thought likely that share of employment will continue to decline. Certain sectors would appear to offer opportunity for employment growth: potentially forestry; food and drink; tourism; bio-technology and life sciences; digital media and creative industries; and contact centres.

Overall, many industries and sectors have suffered through the recession and it is important to consider all factors which have contributed to this decline in the local and national economy.

## Future Prospects and Demographic Challenges for Angus

In 2009, Angus had a total population of 110,300 (ONS mid year estimate) and a working age population of almost 69,000 which is a substantial workforce and good supply of local labour. The total population is projected to rise to 117,800 by 2028. The proportion of 65+ is projected to increase from 19.5% in 2009 to 28.35% in 2028. This reflects an increase of 11,900 people aged 65 and over amongst which the largest percentage will be the over 75 age group – a projected increase of 6.14% by 2028 – some 7,900 people. Moreover, the number of working age adults is expected to decline by 4,300 people or 7.63%, which will ultimately have a major implication on the local economy. Nonetheless, given the immediacy of a rising number of unemployed people as a result of the recession, it will be crucial over the next year to ensure people are skilled in the sectors that are growing and providing jobs in Angus.

Population trends in Angus with relation to age groups and growth (2008-2009) have generally remained the same however from 2007 – 2009 it has shown a marginal increase (Angus +0.34%, Scotland +0.47%) and is projected to increase steadily to 2033. The projected increase in numbers in Angus is attributable to in-migration.

Although in-migration has been sizeable, the projected increase of the population in Angus looks likely to be coupled with an increase in numbers of those who are above working age. The projected changes to the age structure are significant when considering future provisions of public services along with the following key statistics:

- The working age (16 – 64) population in Angus equates to 68,700 people, which is relatively low considering the total population is 110,300. This reflects the ageing population as there are 18,500 people aged 50 or over in Angus (ONS mid-year estimate 2009).
- 74.3% of the working age population in Angus are in employment with 10% being self employed which is extremely positive in terms of entrepreneurship. It will be important to support this entrepreneurial spirit and encourage it to grow.
- Over 10% of the working age population have no qualifications, which has decreased by 3% since 2007. This is also better than the Scottish average which is currently 13.3%. The Scottish Government highlight the importance of providing training to develop the local workforce.
- Wage levels differ greatly for those working and those living in Angus. Earnings by workplace are 5% lower than the Scottish level which is £473.60 per week workplace based and £472.20 for residence based. It should be noted though that the wage levels in Angus have increased since 2007. Locally Earnings by residence which is people living in Angus are below the Scottish level at £461.30 per week and workplace based earning in Angus is £421.70 per week again lower than the Scottish average. Up - Skilling the workforce and giving them increased opportunities will lead to improved rates of pay that should be an incentive to work and live locally.
- By 2009 under the Scottish Index of Multiple Deprivation there were fewer data zones falling within the worst 15% of Scotland in Angus than there were in 2006. This could mean that people within the data zones are experiencing less hardship in the 7 key areas including crime, income, employment, health, education, access to services and Housing: however this could also mean that other Local Authorities have become worse.

- In June 2010, the average house price in Angus was £150,076 (Scotland £156,491). House prices and turnover in Angus vary from town to town.
- The majority of the Angus population live in the seven burghs. Employment varies by and within ward with the lowest number recorded in Arbroath (50%). About 34% of the population travel out-with Angus, to work mainly in Aberdeen, Dundee, Edinburgh, Fife, and Perth. The Angus economy supports about 23% of external residents.
- With regards to public spending cuts, exact implications for Devolved Administrations will not be known until the 20th October 2010 following the results of the Comprehensive Spending Review.

## SUPPORTING JOBS AND OUR COMMUNITIES

### Supporting Jobs and Individuals

Across Scotland, despite record increases in employment and prosperity over the last 10 years, there are still significant levels of longer-term unemployment and economic inactivity which in turn has led to economic and social deprivation and poverty.

Scottish Government policy has a strong equity and distributional objective, and while growth is the key driver, it seeks to ensure that the proceeds of that growth are shared among all communities. It reflects their belief that employment is the most effective response to deprivation and poverty.

While Scotland had a high level of unemployment during the 1980's and early 1990's, economic growth created new jobs and with support through supply side mechanisms the levels of unemployment were significantly reduced. At present Angus currently has 11.8% of the working age population claiming a key out-of-work benefit, for example, Job Seekers Allowance and Employment Support Allowance. In Scotland as a whole the percentage of people claiming out of work benefits is 14.6% and in the UK it is 12.9% (NOMIS February 2010). There is currently a new Work Programme being developed by the DWP alongside local provision to support those claiming benefits and support them into positive destinations, this programme is scheduled to be launched in April 2011.

It is clear that reducing the levels of worklessness in Angus, through the delivery of employability targeted interventions, will generate a wide range of key benefits for the local economy.

This section describes the scale and extent of the challenge facing Angus Council and partner agencies in achieving these wider benefits. The main issues facing Angus include:

- In Angus the percentage of people who are of working age is decreasing. It currently stands at 62.2% (2009) but in 2000 was 63.7% meaning locally we have fewer people between the ages of 16 and 64. A decreasing working age population will mean more competition among employers for local labour.
- Currently there are nearly 10,000 people on benefits (14.2% of working age population 2010) with the largest group being those claiming Incapacity Benefit; this figure has increased slightly over the last year and remains stubbornly high in some parts of Angus; Scottish levels are higher with 17.1% of people between 16 and 64 claiming a benefit.
- Since the beginning of the recession Angus has experienced a higher unemployment rate as is to be expected but this has remained lower than the national level throughout 2009/2010. In August 2010 the level has started to increase again (3.4%)
- Tackling worklessness will be much more difficult during the recession as employers will choose those with recent work experience before those who have been out of the labour market for longer.

The key challenge is not so much how Angus responds to the economic downturn but more importantly how it is able to respond to the economic upturn – is it best placed to deal with future growth opportunities.

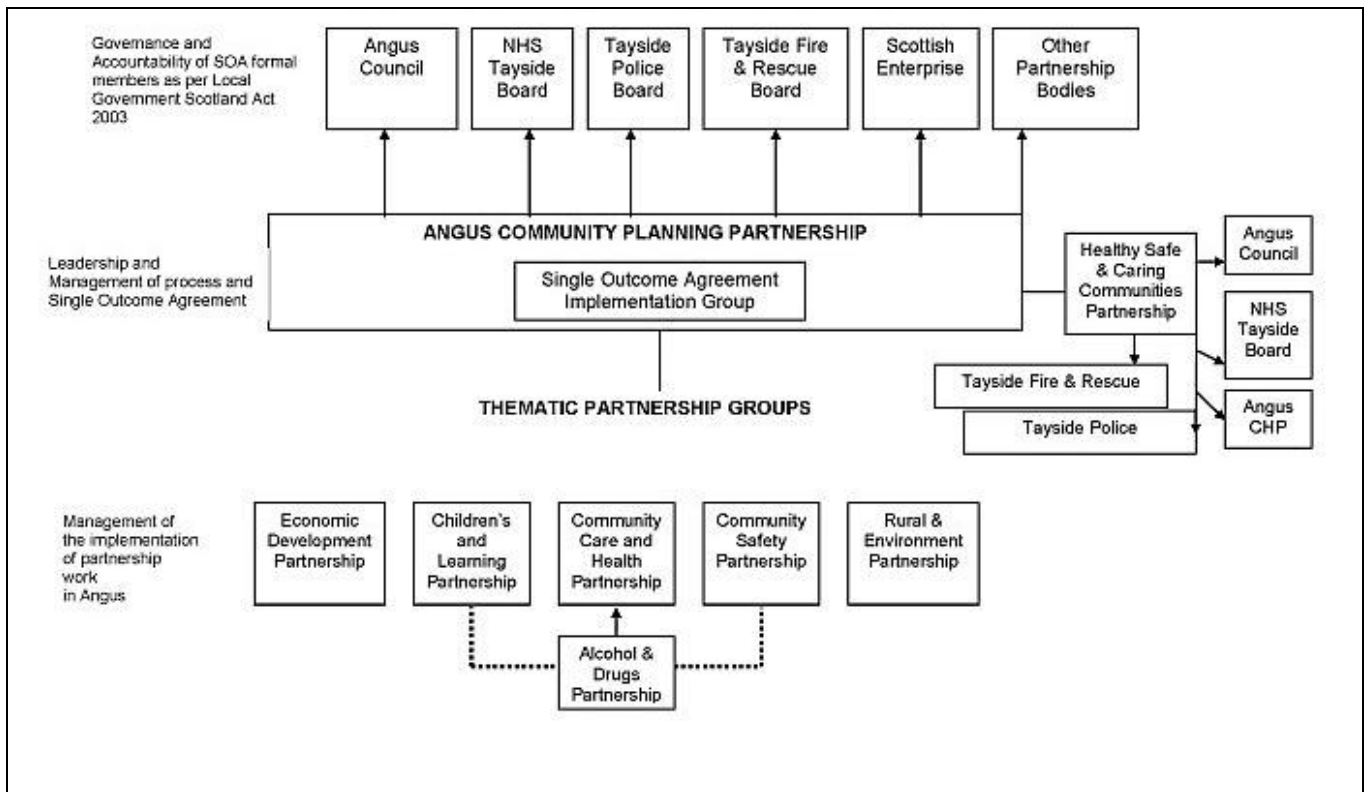
## Supporting Households and Communities

The Scottish Government introduced its £60 million Energy Assistance Package (EAP) in April 2009. The EAP has created and sustained employment in surveying properties, installation of measures and the management of the programme. Installing energy efficiency measures, including central heating, will lead to lower fuel bills for households and contribute towards climate change targets. In addition, benefits advice and reducing fuel bills, through ensuring eligible applicants are placed on social tariffs, will increase the income available to households.

With regards to supporting communities the Scottish Government has maximised support for employment by accelerating the public sector's capital expenditure programme - stimulating new employment at a time of falling private sector demand. The construction sector - among the most exposed sectors to employment demand fluctuations - has been the primary beneficiary of this accelerated capital support.

In Angus there is an emphasis on working with local Communities with the work ongoing through the Angus Community Planning Partnership (ACPP). The ACPP has been in existence since 1998 and is a partnership made up of members of the key public service delivery agencies in Angus. The ACPP meets quarterly to direct community planning in Angus. The ACPP has set up a number of groups to work in partnership to improve the quality of life of the Angus resident. These groups operate at an Angus wide level working towards improving the area's economy, improving community learning, making Angus a healthier and safer community in which to live, and protecting and enhancing the quality of the Angus environment. There is a strategic community planning team based at Angus House in Forfar and the overall structure can be seen below:

Figure 3 – Angus community Planning Partnership Structure



The ACPP has a number of thematic groups shown below:

- Angus Community Planning Partnership
- Angus Economic Development Partnership
- Lifelong Learning Partnership
- Health Improvement Action Group
- Angus Community Safety Partnership
- Angus Alcohol and Drugs Partnership (ADP)
- Community Care & Health Executive Group
- Children's Services Executive Group
- Angus Rural and Environment Partnership

With regards to other support in Angus, Community College Learning Centres and Angus College Learning Centres are available throughout the area providing opportunities to learn new skills and develop competencies in numeracy, literacy and IT. The Community Learning and Development team are also available to offer help to parents, business support, funding advice and can signpost individuals to appropriate services. This locally-based support is essential to local communities in accessing services.

It is also a high priority in Angus to get people engaged in their community through volunteering, community activities and sports.

There is also a need to make sure our communities have supportive environments for recovery, to take early action to avoid the damage to our long-term economic growth prospects that previous recessions have inflicted on individuals, households and communities. Two such measures to help achieve this have been highlighted below:

1. The Townscape Heritage Initiative aims to regenerate the centre of Brechin by undertaking a number of physical projects and by engaging with the local community. It has a budget of £2.9million over a five-year period and has identified a number of "Priority Projects" based upon reusing/repairing prominent historic buildings. There is a budget for small grants based upon a selection process to ensure maximum value for money. There are also sums for public realm projects, training in traditional building skills and community engagement. A number of physical regeneration works have commenced and a construction skills based training project is currently being developed in partnership with Angus College, Construction Skills Scotland and Scottish Enterprise.
2. To further complement the Townscape Heritage Initiative work, in November 2009 £1.8 million was secured from the Scottish Government Town Centre Regeneration Fund for the acquisition and renovation of property in Brechin town centre.

## Support for New Housing and Homeowners

The Scottish Government aims to deliver good quality, sustainable and affordable housing, with appropriate housing management and support services. In addition, it is addressing the problem of fuel poverty.

In February 2010 the Scottish Government announced that Local Authorities would have the opportunity to bid into a £25 million fund to help build a new generation of council houses. Since April 2009 Local Authorities across Scotland have received £75 million to help build more council houses and to date, they have supported nearly 15,000 new house builds by local authorities and housing associations. The Scottish Government are also making a start on an £80 million programme of Council House Building to reverse decades of decline and legislating to safeguard homes for social rent by removing the Right to Buy for new social housing.

In order to support homeowners in the recession the Scottish Government is continuing to help those who find themselves in financial difficulty and are in danger of losing their homes. Through Mortgage to Rent, social landlords are subsidised to purchase properties from applicants to the scheme and allow them to stay in their homes as tenants.

Over the past year the Angus Council Housing Division has continued to maximise the opportunities for affordable housing during the recession. This has included:

- Securing additional funding to build Council Housing in Carnoustie and Monifieth.
- Supplying 12 units of affordable housing and 28 units of supported housing for the elderly.
- Completing a total of 78 new affordable homes across Angus during 2009/10 through the Affordable Housing Investment Programme allocation.
- Assisting Housing Associations develop homes for those with additional needs, investing resources to support the provision of 10 homes which have been adapted to assist with mobility and independence.
- Supported preliminary work on strategic housing sites.
- Supporting the design and early development of private housing sites.
- Seeking to secure affordable rented housing that otherwise would not have been brought forward.
- Setting out a programme of property maintenance and improvements that will inject over half a million pounds into the economy. The work, which includes boiler replacements, fire alarm renewals, external paintwork and some general repairs, will be carried out by the council's standing list of contractors. The estimated £539k cost of this first phase of the planned work will therefore provide an economic boost to many local contractors.
- Developing the Dundee Road (Forfar) with funding through the Council to design the 15 affordable housing units being built by Abertay housing. This is part of the ongoing development of new housing throughout Angus.

- Working closely with the house building industry to provide flexibility in the planning system to accelerate capital programmes to keep building on track throughout 2009/10.
- Exploring the use of the National Housing Trust as a means to unlock development potential and provide rented homes for those who cannot afford to purchase a home but would have difficulty in securing a Council or Housing Association home.
- Working with developers to facilitate developer-led shared equity schemes providing starter homes at affordable prices.

All of these ideas will be progressed in the forthcoming Local Housing Strategy which is planned for 2010. It is essential in the coming year for Angus Council to build on the excellent work undertaken in 2009/10 in order to safeguard the construction industry, support homeowners and to ensure the sustainability of local communities.

### **Improving Infrastructure and Planning**

As set out in the Scottish Government Economic Strategy, the approach to transport and infrastructure is to focus investment on making connections across and within Scotland better, improving reliability and journey times, and seeking to maximise the opportunities for employment, business, leisure and tourism. Investment will also provide sustainable, integrated and cost effective public transport alternatives to the private car, connecting people, places and work, across Scotland.

Locally a lot of work is being done to improve areas of Angus not currently meeting their potential. Examples of this are:

- Angus Council and its partners (including GSK, Scottish Enterprise, Tactran and Montrose Port Authority) have recently commenced the South Montrose Strategic Review and Master Plan which aims ultimately to develop the area on the north of the harbour into a hub for local industry that is public and privately funded. Montrose Port has been identified by the Scottish Government as having a key potential role as a service base for the planned construction of offshore wind energy installations offshore at the Moray Firth, the Forth and Dogger Bank. The port authority has recently publicised its plans for a multi million pound investment in port facilities which have received government assistance. The Council and the port authority are reviewing the land availability for the location of distribution manufacturing facilities and operation and maintenance hubs required by the contractors and energy companies who have the licenses for zones close to Angus especially at Inch Cape and the Bell Rock.
- The completion of the £50 million schools project with the completion of Langlands Primary in Forfar in September 2009. This has meant hundreds of pupils in both Carnoustie and Forfar now enjoying modern purpose built accommodation with state of the art facilities.
- The completion of Angus Glens primary school at Lintrathen has also improved the opportunities and facilities for pupils attending.

## Action at the Local Level and in the Third Sector

The Third Sector makes a direct impact on the growth of Scotland's economy, the wellbeing of its citizens and the improvement of its public services. The Third Sector comprising social enterprises, voluntary organisations, co-operatives and mutuals, has an important role in helping the Scottish Government achieve its purpose of creating a more successful country with opportunities for all to flourish, through achieving sustainable economic growth.

The Scottish Government have created The Third Sector Employability Forum which held its first meeting in September 2009 to discuss the role it will play in influencing the employability policy and practice agenda at a local, Scottish and UK level. Overall the key aim is to promote the sharing of good practice across organisations working on the employability agenda.

The key aims at this point include how it will:

- Establish an effective and collective voice for the Third Sector on employability issues.
- Ensure the Third Sector is engaged meaningfully at a local level in employability partnerships, either individually or collectively.
- Utilise the experience and expertise of the Third Sector in the development, design and delivery of services to people looking to participate in the labour market.
- Create a vibrant and effective forum where Third Sector and Scottish government can engage on emerging and existing policy responses to worklessness.
- Promote the active collaboration across the Third Sector in the development of bids for UK and Scottish Government resources including DWP contracts.
- Develop a range of new initiatives and pilot projects, grounded in partnership at a local level, led by the Third Sector to test out new ways of working in assisting people back to work.

At a local level, the relationship between local government and the Third Sector is extremely important given the role of the Third Sector in Community Planning Partnerships and developing Single Outcome Agreements.

By using solutions to achieve not-for-profit aims, it is generally believed that the social economy has a distinct and valuable role to play in helping to create a strong, sustainable, prosperous and inclusive society.

Within Angus, the Social Economy Partnership is working on developing enterprise in the third sector and is currently working on:

- Developing social enterprise
- Increasing volunteering opportunities,
- providing training and increasing skills
- Making the procurement process more transparent.

In developing enterprise in the Third Sector it is hoped to provide employability opportunities for those living locally. Social Enterprise can provide a supported environment and volunteering opportunities that aim to help people back into employment and develop skills. The Scottish Government is committed to the development of an enterprising Third Sector in Scotland and in local areas providing £93 million of funding up until 2011.

Through the Volunteer Centre Angus residents now have the opportunity to develop real life skills through the new PRAXIS life skills centre. Praxis and the volunteering project are run by Volunteer Centre Angus and are a unique and innovative approach to adult learning based on supporting people with significant barriers to employment, volunteering and education. This is done through a peer-learning approach, empowering people to make positive change in their lives by providing opportunities to gain skills and confidence through volunteering. The flexible and person-centred approach enables those with significant barriers to participate in learning. Help and support is encouraged from businesses and individuals across Angus to develop the Life Skills Centre and their employees.

VCA also run an employer-supported volunteering scheme where businesses are supported to encourage their staff to volunteer. The centre can also organise team volunteering activities which are excellent for team building and developing confidence. VCA also gives certificates recognising employers who contribute to volunteering.

Volunteering and opportunities through supporting communities will become increasingly important as the new work programme is implemented to support people into jobs or training. Locally Angus College is also currently leading the national project to encourage "Student Volunteering" across Scotland's Colleges which is extremely positive for the area.

## **STRENGTHENING EDUCATION AND SKILLS**

### **Skills Support to Boost Economic Recovery**

The Scottish Government *Economic Strategy* and *Skills for Scotland: A Lifelong Skills Strategy* make clear the vital contribution that education and skills make towards driving economic growth. The Scottish Government is committed to investing to mitigate the effects of the recession, ensuring that individuals can re-enter the workplace as quickly as possible and businesses have the skills needed to grow.

*Skills for Scotland* sets out a vision for a Scotland where all our young people are successful learners, confident individuals, effective contributors and responsible citizens. It aims for a Scotland where all people can make their full contribution to economic growth as well as building a fairer, more equitable Scotland. *Skills for Scotland* is guided by the three principles of: creating a cohesive system; providing education and training that treat people as individuals; and stimulating and meeting real demand from employers. The Scottish Government is working closely with key partners such as Skills Development Scotland and the Scottish Funding Council to realise this vision.

The Scottish Government's *Curriculum for Excellence, Building the Curriculum 3* makes it clear that every young person is entitled to a senior phase of learning and the Scottish Government have recently launched 16+ Learning Choices to support this. 16+ Learning Choices will offer a place in learning to all young people in Scotland who want it by December 2010, and will support every young person as they reach their compulsory school-leaving age – 60,000 individuals in Scotland each year. This will help Scotland as a whole to avoid a lost generation by offering all young people the opportunities and support they need.

Angus Council and its partners understand the importance of tackling skills requirements for a number of reasons, including:

- Supporting young people at school age provides the employability skills required by employers to ensure they move into a positive destination after leaving school.
- Increased employment in the economy is positive, it generates new wealth and output, it improves supply linkages, and creates increased demand for local services (which can be particularly important in fragile rural areas).
- It supports local businesses through providing skills and labour which is properly targeted and can support wider economic goals.
- Assisting employers recruit and up skill staff through the support of the AngusWorks Employers Pack.
- It can reduce spatial or sectoral imbalances in the economy and act as a catalyst for regeneration.
- It can both help improve the overall level of skills in the economy and halt a reduction in the existing skills base.

- There is a well established link between health and employment, with higher employment levels generally resulting in improved health.
- In the future, we will require a higher percentage of people in work to support the increasing ageing population and their increasing demand on public services; and
- Finally, there is the impact on the individuals not only in terms of health and wealth but also in terms of overall well-being.

## Employability in Angus

Angus Employability Partnership has introduced a wide range of measures to increase access to education and training, develop the capacity of our institutions to provide the right educational and training support, and improve the value of training in Angus. The Angus Employability Partnership brings together organisations across the public, private and voluntary sector to get people into work, keep people in work and develop the skills of those in work.

The partnership and the new AngusWorks brand were launched at an event in Carnoustie on 27<sup>th</sup> August 2010 by Angus Provost Ruth Leslie Melville

The work of this partnership is of particular importance during a recession as all agencies with an employability remit work together to give local people the best possible opportunity to compete in a tough jobs market. Increased employment in the economy is positive; it generates new wealth and creates increased demand for local services – which can be particularly important in rural areas.

The vision is that in Angus key partners within the area, who all have a stake in employability, sustained jobs and economic growth, will take more considered steps towards improving the effective labour supply. Ultimately, this will mean that the Angus employment rate will increase faster and to a greater degree than would otherwise be possible.

In response to this challenge, the Angus Employability Partnership was initiated in January 2010. The role of the Partnership is to *“to facilitate, support and coordinate the provision of employability services in Angus”*.

The partnership strives to:

- Work together to reduce the number of people claiming unemployment benefits in line with national targets
- Support the development of employability services to increase client participation
- Support employers to upskill and develop staff
- Join up services and work together more smartly to reduce duplication and maximise the impact of activity

In order to achieve these goals the Partnership has put in place a number of tools to assist practitioners, clients and partners which include:

- the Branding of AngusWorks which should help to strengthen Partnership working and provide a visible point of contact for clients.
- developing an Employer Pack which offers useful and practical advice to employers looking to recruit or develop staff. The pack connects businesses with the various public sector agencies that are working with individuals to help them into employment and those agencies who can offer assistance to develop those already in employment.
- The development of the AngusWorks website which offers advice, assistance and support for all those involved in employability while also being of importance to clients, partners and the general public.
- setting up the Service directory on the website which aims to signpost people to the most appropriate service and to highlight the range of services available in and around Angus.

The Partnership is also actively working on developing an efficient client-tracking system which will show the good practice and area's requiring improvement.

### **Further Education**

Angus College is and will continue to be a key player in the economic recovery of Angus. The College currently supports around 1600 full-time and 10,000 part-time students studying a range of programmes from introductory level through to HND and Degree. The College is continuously reviewing its curriculum to ensure it is running in parallel with key industry developments and future job potential. The College's specific impact on economic recovery is through the delivery of the following initiatives:

- Increasing access to education and training for all age groups but specifically those in the 16 – 24 age group
- Promoting volunteering opportunities to existing students to help them gain key employability skills
- Supporting businesses in a range of employee training initiatives with a view to improving the long-term viability of the business infrastructure locally
- Supporting those who have recently faced redundancy through the Redundancy Support programme which aims to get people back to work in the shortest possible time
- Delivering Government contracts in the areas of Get Ready for Work, Skillseekers / Modern Apprenticeships and Training for Work
- Being a key delivery partner in the Health and Social Care Academy which offers guaranteed interviews with the Health Service on successful completion of a set training programme

- The establishment in 2011 of an Angus Enterprise Centre which will support the creation of new business start-up and the continued development of social enterprise initiatives
- Driving forward the renewables agenda to ensure, through training, that Angus companies are in a position to maximise the massive potential available in this developing sector
- Continuing to source commercial contracts outwith the Angus area which in turn bring essential economic benefit to Angus as a whole

### **Reacting to a Changing Economic Environment - Links to Business**

Scottish Government have highlighted that engaging with the private sector is essential in the identification, development and promotion of jobs. This also provides a rare opportunity to advise employers of the incentives available to take on new staff in terms of apprentices and supported employment.

A lot of work will be done throughout 2010 on employer engagement with relation to filling hard-to-fill-jobs, up-skilling the workforce and supporting employers in their workforce planning. This links in with the Scottish Governments workforce plus strategy which states 'The offer to Employers from the Scottish Government will include:-

- A common assessment approach for potential employees, to help match clients to your needs;
- Aftercare and in-work support provided for people who need it, to help them adjust to their new employment, especially those who may not have worked for some time. This should help you to reduce the cost and effort of losing new employees within weeks of recruitment;
- Job brokerage services which will provide businesses with a clear access point to help them to make an informed choice when and if they need help with recruiting or keeping people in work; and
- Additional training and support to develop good basic soft skills within potential new recruits.

Within Angus there are a diverse range of businesses and opportunities that will become increasingly important in retaining the areas young people. In line with the Scottish Governments strategy a number of elements will become crucial, including workforce planning, effective engagement with local employers, skills and training locally to fit the demand and constant monitoring of what opportunities are available for the people of Angus and how the area can prepare, train and support people towards these opportunities. In order to achieve this Angus Council will work closely with partners and representatives from the key sectors to ensure the infrastructure is in place to support these elements.

## Improving the Health of the Workforce

It was reported by the Scottish Government in September 2010 that there was an increase in life expectancy throughout Scotland and that in the current financial climate it is important to ensure that increasing healthy life expectancy for all Scots remains a priority.

However, the Scottish Government are aware that the poorest in society suffer from unacceptable inequalities in health. They highlight that this problem cannot be solved overnight and it will take generations to see a change. The linked social policy frameworks Equally Well, the Early Years Framework and Achieving Our Potential set out our long-term plans to tackle these inequalities. They have already had a successful impact on peoples lives and this is set to continue.

Scottish Government believe that the only way to deal with health inequalities effectively is to address the underlying causes - issues such as negative early years experiences, poverty, unemployment, and poor physical and social environments. In tackling these issues a move is planned from costly crisis management services towards services that work to prevent future ill health and other unequal outcomes. An emphasis has been put on maximising the investment in the health of the Scottish people

The Scottish Government has a wide range of initiatives in place to encourage more people to live healthier lives and to reduce smoking, alcohol and drug misuse.

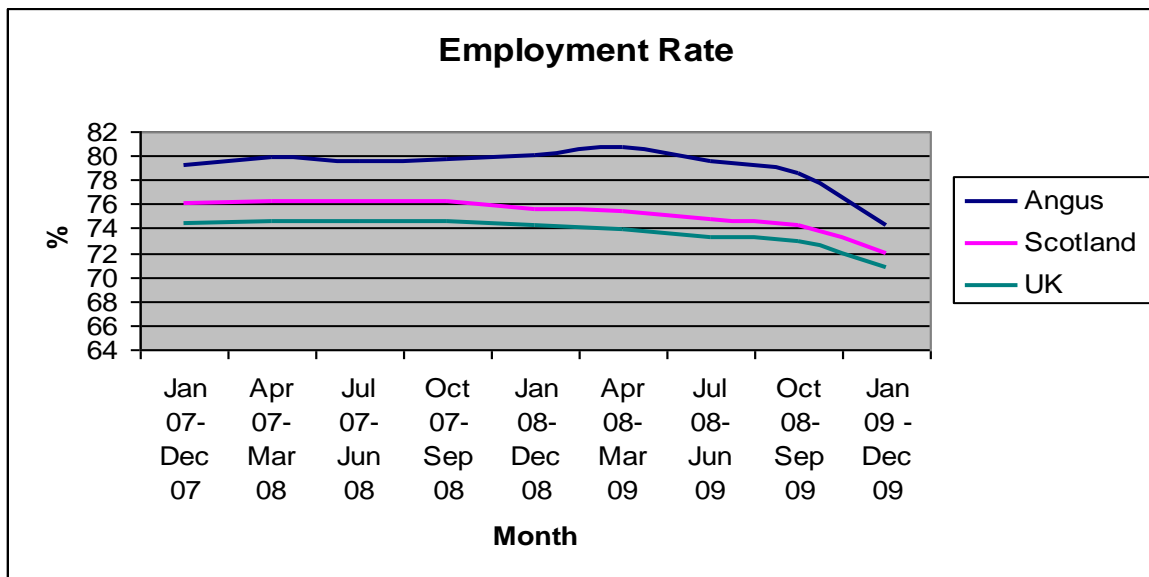
In September 2010 the Scottish Government reported that NHS waiting times were at their lowest ever – almost all patients are waiting no more than nine weeks for inpatient and day case treatment compared to 26 weeks in 2007; and no patient is waiting more than six weeks for the eight key diagnostic tests.

Hospital infections are falling rapidly and, by reducing prescription charges, Scottish Government have made sure that cost does not put people off collecting the prescription medication vital to their health.

Ill health in the working age population has been estimated to cost the British economy 100 billion pounds a year in lost productivity, lost tax and increased health and welfare costs. It is hoped that through improving the health of the workforce there will be substantial benefits to the Economy as a whole.

The employment rate in Angus is currently 74.3%, which is higher than the Scottish Figure of 71.9%. Since 2007, Angus has persistently had a higher employment rate per working age population than the Scottish and UK figure which is shown in Figure 3.

Figure 4 – Employment Rate in Angus, Scotland and the UK



Source: NOMIS (updated Sep 2010)

In order to be an efficient and productive economy Angus must ensure that the best interest of its employees are being upheld by employers and that there are provisions in place to monitor work life balance issues and best practice. The Scottish Government has acknowledged the need for workplace best practice in terms of the care for its employees and has set up the following:

- Health Works launched in November 2009 includes a £1.5 million investment in a new pilot scheme aimed at reducing ill health in Scotland's working age population.
- The Fit for Work Service allows workers to access rapid diagnosis and referral to services for common physical and mental health conditions in a bid to reduce their time out of work.
- A helpline offering advice on good health in the workplace to small and medium sized enterprises
- Throughout Tayside there is the Working Health Services which is for either employees of a small to medium sized business (less than 250 employees) or individuals who are self employed. The service offers direct access to a range of health professionals including:
  - Physiotherapist
  - Occupational Therapist
  - Occupational Health Nurse
  - Occupational Health Doctor
  - Counselling and Psychological Therapies
- The creation of a 'Scottish Offer' which will set out the access and availability of treatment and support that employees north of the border can expect

- The refreshed NHS Tayside Health Equity Strategy is focusing on investing in community resilience, investing time and effort in promoting social capital and community enablement. This strategy can be viewed on the link below:



Health Equity  
Strategy 2010 Comm

- Promotion of best practice examples including a current pilot project which involves frontline health, housing and social work staff exploring employability needs or aspirations with patients and clients.

Locally, Angus Council also has officers working to help people overcome mental health issues, disabilities and to return to the labour market. Healthy Working Lives is a National initiative which has been particularly successful throughout Tayside and helps employers, employees and all partner agencies come together to create a much healthier and more motivated workforce. To do this, they offer free, confidential Workplace Visits, practical information and advice, and a structured award programme. The Award Programme supports employers and employees to develop health promotion and safety themes in the workplace in a practical, logical way that's beneficial to all.

The employability partnership will work to streamline the referral process by looking into the feasibility of a Management Information System that will track people's progress and identify their needs. In doing this the partnership can identify areas of good practice and replicate it in other areas.

## INVESTING IN INNOVATION AND THE INDUSTRIES OF THE FUTURE

### **The Green Opportunities for Sustainable Economic Growth**

The Climate Change (Scotland) Act 2009 received Royal Assent in August. It sets ambitious statutory targets to reduce greenhouse gas emissions in Scotland by at least 42% by 2020 and 80% by 2050. In September, the Scottish Government became the first administration in the world to produce a carbon assessment alongside its Budget - placing carbon reduction at the centre of all of the Government's activities. To deliver on the Scottish Government's climate change obligations, the *Climate Change Delivery Plan* was published in June 2009, and a new 2020 Delivery Group was established in December 2009 to ensure that all sectors of Scotland's economy and civic society contribute fully to achieving the Climate Change Delivery Plan. The Group has a wide membership from both the public and private sectors and has the remit to provide strong and visible leadership to all sectors of Scotland and inspire them to do more to reduce carbon emissions through innovation, partnership and collaboration.

The Scottish Government has set out a blueprint to create tens of thousands of green jobs over the next decade through its ten Energy Pledges. The ten pledges range across key areas of energy generation and transmission, energy efficiency and transport -focusing on addressing the short and longer-term opportunities for Scotland to benefit from its comparative advantages. There are also opportunities, as we emerge from recession, in the export of new environmental technologies and the creation of new rural jobs in biomass and renewable heat.

Angus is an area renowned for its environmental services and was in 2004 named the country's top recycler receiving over £5million in Government funding to develop the recycling services further. Since then, there have been many successes that are to be developed further in 2010/11:

- Angus has been set a series of targets by the Scottish Government for increasing the amount of waste that is recycled and composted and reducing the amount of waste that is sent to landfill.
- Last year in Angus, 3800 tonnes of glass bottles and jars, cans and plastic bottles and 4000 tonnes of newsprint and paper were recycled.
- Angus is currently recycling and composting 35.8% but aims to have:
  - 40% recycling and composting rate by 2010
  - 50% recycling and composting rate by 2013
  - 60% recycling and composting rate by 2020
  - 70% recycling and composting rate by 2025

The business community in Angus should be encouraged and supported to adopt sustainable principles and technologies.

## Boosting our Innovation and Performance

Improving Scotland's innovation performance will be central to improvements in productivity and long-term economic performance. The Scottish Government and its agencies provide a variety of support mechanisms, from the financial and advisory support for innovation provided by Scottish Enterprise, Highlands, and Islands Enterprise, to the innovation vouchers provided by the Scottish Funding Council to meet up to 50% of the costs of new collaborations between universities and Scottish SMEs.

The Scottish Government has published a framework for innovation, *Innovation for Scotland*, which highlights how the Scottish Government and its agencies can support business and help stimulate innovation. The framework aims to ensure that innovation is integral to business thinking and planning.

Through schemes like the Small Business Bonus Scheme, which will reduce business rates on 64,000 business properties, the Scottish Government have already taken steps to ease financial pressures on businesses during recession. Local advisers throughout Angus can help businesses access these initiatives.

The Scottish Government have reduced trade credit pressures by minimising payment terms with Government suppliers. Already, 95% of transactions with business are paid within ten days - and, following representation from business groups, they have inserted a new clause in contracts to ensure that any other payments within that supply chain are made within 30 days to help other small businesses.

In Angus a lot of work is underway to boost innovation and support business. This work includes:

- Reviewing the public procurement process to maximise the economic impact of procurement spend and improve access to Government contracts for business.
- Increasing savings through the Public Procurement Reform Programme, improving the productivity of the public sector and releasing resources for other key priorities.
- Long term planning that meets the key issues affecting Scotland including ageing population, health and economic inequalities, low productivity, Public Sector spending cuts and economic growth.
- Supporting small and medium sized enterprises (SME's) through access to Public Procurement. Angus Council are partners with the Supplier Development Programme (SDP). The SDP is a local authority partnership programme established to support businesses to grow and diversify through a transparent procurement process.
- Ensuring there are sites and premises for businesses is also crucial. The Council is proposing the development of a new business park in Arbroath as well as investing in servicing additional employment land in Montrose.
- Completing the new Arbroath business park could provide around 28 plots, ranging from 0.5 acres/0.2 hectares to 5 acres/2 hectares, for sale for general industrial, manufacturing, storage and distribution, and office uses. Based upon employment levels at Arbroath Enterprise Park, it is estimated that around 1,000 jobs could be accommodated on a fully occupied site.

- Extending the Montrose site in 20010/11 for employment land.

Angus Council's team of business advisers provide support to clients who are no longer eligible for continuing support from the business gateway or Scottish Enterprise but who have potential for growth or simply need additional support during the recession. They also assist in collaborative projects aimed at the council's three main priority sectors of tourism, sustainable energies (including renewables) and food and drink. Strong partnerships have been developed throughout Angus to provide a streamlined efficient service for budding and existing entrepreneurs. Successes include:

- During 09/10 Angus Council's business advisers have offered support and advice to 175 local companies. The team of four advisers (2.5 FTE) was established at the start of 2009 and are based at the Enterprise Centre at Brechin Business Park.
- The Business Support team has helped business access over £46,000 of public sector investment that has allowed a further £237,000 of private investment to be levered in. This has led to the creation of 50 jobs and the safeguarding of over 370 jobs.

The work of the Council's in-house team complements the services and support offered by Enterprise North East Trust (ENET), the contractor delivering Business Gateway services in the Tayside area. ENET has supported the establishment of 235 new Businesses in Angus over 2009/10, of which 30 are classed as larger VAT registered start-up businesses.

Promoting opportunities from renewables and other emerging sustainable energy solutions will require close working with the local supply chain. Initiatives aimed at promoting Angus as a "gateway to offshore wind" through support for local companies attending and exhibiting at conferences and exhibitions is just one way that Angus Council is already supporting this key sectoral grouping. The aim is to engage with a local industry group and collaborate with other Local Authorities along the East Coast of Scotland to provide assistance to companies wishing to explore these opportunities. This East Coast Alliance will assist with the new skills training required, support companies wanting to consider international opportunities arising, as well as ensuring Angus optimises the provision of land available for the attraction of new investments in manufacturing and maintenance operations for these emerging industries.

It will become increasingly important for Angus to provide business sites, a transparent procurement process and support for business in the local area in order for the area to be competitive and open to innovative sectors to grow.

## Promotion of Angus Business Outside Scotland

The Scottish Government is committed to advancing Scotland's place in Europe and the wider world and will do this by maximising Scotland's influence within the European Union, building mutually beneficial links with other countries and regions, and promoting Scotland abroad.

The Scottish Government published its International Framework on April 22, 2008. The Framework sets out the Government's objectives for its international work and identifies how activities across the public sector support the Government Economic Strategy. The Scottish Tourism Forum has also recently established a new industry leadership group to develop a new action plan for implementation of the *Tourism Framework for Change* tourism strategy.

Within Angus there has been a major development in terms of promoting the area on 'Angus Ahead' which is a web-based portal providing links, contacts and information.

Angus Ahead is all about promoting the talents and attractions of this remarkable area - we want people to sit up and take notice. The portal attracts visits from throughout the world and focuses on three key areas:

1. Visit Angus highlights the diversity of attractions the area has to offer.
2. Business Angus information includes the Angus Business Directory that is a valuable resource for businesses and customers alike. The Business Channel on the site contains information on 1,600 businesses and organisations, ranging from manufacturing, engineering and construction to retail, accommodation and leisure. The directory is a quick and simple way to find the service you are looking for.
3. Live Angus, which shows the facilities, schools, house prices and other information required when looking to relocate to an area. This resource is also for people living in the area to promote new developments and events and aims to give them a sense of civic pride.

In 2009/10, AngusAhead.com attracted:-

- Monthly Average of Unique Visitors: 14,807
- Monthly Average of Visitor Sessions: 20,380
- Monthly Average of Page Views: 65,589

This service links very closely with the Scottish Government's recovery plan in terms of:

- Encouraging new investment
- Increased support for Scottish and overseas businesses
- Projecting a strong image for Scottish Businesses abroad
- New Programmes to help local businesses grow internationally
- Financial support for businesses attending events abroad
- Events Programme

## Supporting Key Sectors

Scaling up support for exports and attracting new investment is a crucial element of the Scottish Government's Economic Recovery Plan. The priority areas that the Scottish Government will focus on throughout the course of the Recovery plan include: energy, life sciences, tourism, food and drink industries, financial and business services, creative industries and education.

In Angus, the Council's Economic Development Team assist in collaborative projects aimed at the Council's three main priority sectors of tourism, sustainable energies (including renewables) and food and drink. The range of projects ongoing include:

### Tourism

- Opportunities in the priority areas, especially tourism, where there are a number of national events which Angus will benefit from including Seniors Open and Ladies Open Golf at Carnoustie, continuing development of Tartan week, the lead up to major events such as the 2012 Olympics in London and the 2014 Commonwealth Games and Ryder Cup (both of which will be hosted in Scotland).
- Tourism in Angus is a mix of coastal, town and rural products and has until now been developed on a niche basis. In the last decade 'Carnoustie Country', Angus Glens Walking Festival, Angus in China Initiative, Tartan Day, Ancestral Tourism and other key initiatives have been developed with financial and staff support from Angus Council. Since the publication of the Angus Tourism Strategy and Action Plan (2009-2012) an active programme of engagement has been embarked upon by Angus Council aimed at supporting a number of industry led groups focussing on each of the key tourism sectors. The aim is to bring these groups together with a view to them assisting the Council and its partners to formulate future action plans which focus more on what businesses themselves identify.
- A number of new tourism initiatives have been added over the last two years including support for the Roots Festival, Outdoor Angus (launched May 2008 a private sector group promoting tourism activities) and major golf events

### Food and Drink

- Food and drink is another key sector focus for both the county's economic and tourism strategies with the industry recognised as vital to the area's economic prosperity. A more co-ordinated approach to support of this sector has the potential to bring greater rewards for all involved including producers, restaurants, retailers and farm shops. Within the Food and Drink sector, consultation work is being undertaken to develop ideas, opportunities for external funding and in support of business development.

## Renewables

As indicated above, Angus Council is aware of the potential opportunities being created by the emerging sustainable energy industries, and in local offshore wind projects in particular. The Council has a key role to play in ensuring that our local companies are kept fully aware of these developing markets, and are encouraged to consider how best they should be reshaping their businesses to take full advantage of these opportunities in the future.

Activities to date in this area include;

- Council officers have attended various regional seminars/workshops held in Dundee & Aberdeen recently that aim to highlight the opportunities for business.
- Co-ordinating a print run of the “Guide to an Offshore Wind Farm” publication for distribution to interested Angus companies.
- Efforts are ongoing to arrange a series of local Angus events/presentations to inform local companies of these developments.
- Work is complete on a comprehensive database bringing together key company contacts with the competencies to contribute to the evolving supply chain opportunities .
- Angus Council has agreed to participate in an East of Scotland Renewable Energy Alliance with other Local Authorities. The Alliance will engage with Further and Higher Education Establishments, Scottish Enterprise and the private sector to develop the capacity of the East of Scotland to accommodate major investment in renewable Energies.
- The regeneration study currently being undertaken for Montrose South is partly driven by the desire to ensure that the local infrastructure is available to accommodate activities related to local Offshore Wind Farms.
- Council officers attended the All-Energy show in Aberdeen in May 2010 that was focused on the renewable energy sector; a stand was shared with Montrose Port to highlight what the local Angus area has to offer.

## Health & Care Sector

Within Angus there will be an opportunity to grow the Care Sector. This is a major focus for the Angus Community Health Partnership and given the demographics of the area which will see a significant increase in dependants it is clearly important to the future.

For example, the budget for Older People’s Services in 2008-09 was £26m, or around 12.4% of the Council’s budgeted expenditure. Around 5,250 people benefited from the services provided by Older People’s Services, 92% of whom were aged 65 or over. Of these around 4,500 are cared for in the community, and approximately 750 are cared for in residential care homes or nursing homes.

Although many challenges will lie ahead for this sector, it remains a key development area for Angus and the economy due to the important role that it plays in supporting the local community.

## **SUMMARY – Priorities for the Year**

The past year has been extremely challenging for local people, businesses, services and the economy as a whole. It is important now to support the recovery of the economy through:

- Maximising the economic potential of Angus through supporting emerging growth sectors i.e. social care and health, tourism and renewables.
- Providing high quality customer centred services through training, developing skills and creating a positive working environment.
- Promoting learning for all ages and abilities through working in partnership with community learning, education and Angus College.
- Promoting safe and caring communities and healthy lifestyles.
- Improving the environment and quality of life.
- Supporting education and skills is essential for delivering local outcomes
- Increasing employability through the development of the Angus Employability Partnership that works with local providers and support organisations.
- Supporting communities with direct links to housing, education, health and support.
- Developing housing that is both affordable and energy efficient.
- Improving the health of local people, local workers and communities as a whole.
- Supporting the Third Sector.
- Supporting Angus businesses through the business advisers and Scottish Enterprise.
- Providing accessible business sites and premises is also a key aim in developing the area.
- Improving transport and infrastructure.
- Developing key sectors like renewables, care and tourism in order to provide a sustainable economy through job opportunities.

Theme	Activity	Progress 09/10
<b>SUPPORTING JOBS AND OUR COMMUNITIES</b>	<b>Supporting jobs and individuals</b>  <b>Supporting households and communities</b>  <b>Support for new housing and homeowners</b>  <b>Improving infrastructure and planning framework</b>  <b>Action at the local level and in the third sector</b>	<ul style="list-style-type: none"> <li>• 5,250 people benefited from the services provided by Older People's Services, 92% of whom were aged 65 or over. Of these around 4,500 are cared for in the community, and approximately 750 are cared for in residential care homes or nursing homes.</li> <li>• In June 2010, the average house price in Angus was £150,076 (Scotland £156,491). House prices and turnover in Angus vary from town to town.</li> <li>• £1.8 million was secured from the Scottish Government Town Centre Regeneration Fund for the acquisition and renovation of property in Brechin town centre</li> <li>• Supplying 28 units of supported housing for the elderly.</li> <li>• Completing a total of 78 new affordable homes across Angus during 2009/10 through the Affordable Housing Investment Programme allocation.</li> <li>• 5 new social enterprises being supported which have the potential for 15-20 jobs</li> </ul>
<b>STRENGTHENING EDUCATION AND SKILLS</b>	<b>Skills support to boost economic recovery</b>  <b>Improving the health of the workforce</b>	<ul style="list-style-type: none"> <li>• The completion of the £50 million Schools project with the completion of Langlands Primary in Forfar in September 2009.</li> <li>• The Angus Employability Partnership was initiated in January 2010 to help the people of Angus into Jobs, Education, Training or Volunteering</li> <li>• Fit note was introduced to encourage employee health, this links in with a range of healthy working lives initiatives ongoing throughout Angus.</li> </ul>
<b>INVESTING IN INNOVATION AND THE INDUSTRIES OF THE FUTURE</b>	<b>Support Angus Businesses</b>  <b>Improve Transport and Infrastructure</b>  <b>Develop Key Sectors</b>	<ul style="list-style-type: none"> <li>• During 09/10 Angus Council's business advisers have offered support and advice to 175 local companies</li> <li>• The Business Support team has helped business access over £46,000 of public sector investment that has allowed a further £237,000 of private investment to be levered in. This has led to the creation of 50 jobs and the safeguarding of over 370 jobs</li> <li>• In 2009/10, AngusAhead.com attracted:-</li> </ul>

	<p><b>Green opportunities for sustainable economic growth</b></p> <p><b>Boosting our Innovation and Performance</b></p> <p><b>Promotion of Angus business outside of Scotland</b></p>	<ul style="list-style-type: none"> <li>○ Monthly Average of Unique Visitors: 14,807</li> <li>○ Monthly Average of Visitor Sessions: 20,380</li> <li>○ Monthly Average of Page Views: 65,589</li> </ul> <ul style="list-style-type: none"> <li>• Last year in Angus, 3800 tonnes of glass bottles and jars, cans and plastic bottles and 4000 tonnes of newsprint and paper were recycled</li> <li>• Reviewing the public procurement process to maximise the economic impact of procurement spend and improve access to Government contracts for business.</li> </ul>
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