

Angus Economic Strategy Action Plan 2014 - 2015



AEDP Action Plan

1) Supporting Enterprise and Infrastructure

Objectives

- o To support growth in local business
- o To encourage Internationalisation
- o To support development of local infrastructure to meet needs of local business
- o To develop potential of key sector

Action	Resources	Who	Timescale	Target	Where we want to be
Support local business through a package of support	Contract value	ENET, Angus Council	Annual to 2017	Each year: 750 businesses to be supported (240 of which will receive support of over 4 hours) 350 new jobs to be created 625 existing jobs to be safeguarded (Note 1) Business Gateway: 200 new businesses supported per annum	More businesses in Angus Sustainable and efficient business community
Provide support for social enterprise	To be identified	Voluntary Action Angus/Angus Council	March 2014	Resource secured for 2014/15	More enterprising third sector in Angus
Establishment of an Angus Business Forum	Contained within existing resources	Federation of Small Businesses/ AC local Com Plan	Summer 2014	Establish a geographically representative Business forum of 12 to 18 members to input to the work of the AEDP, 1 rep to join the Partnership Board	Increased Business Influence on the activities of the Partnership
Support the Scottish Government in the improvement of broadband coverage across Angus.	£2m Committed	Angus Council Community Planning Team	2017	93% of premises in Angus to have access to next generation broadband. LCPT are supporting a further community-led bid to extend coverage	Angus is a competitive place to do business
Support the development of serviced employment land where there is demand	Funding may be required	Angus Council/ Private Sector	2014	Planning approval in place for development of employment land in Montrose and Carnoustie.	Serviced employment land available in Angus towns
Develop an Angus 'International framework' to promote and assist with internationalisation.	Existing partner resources	Angus Council / Scottish Enterprise	March 2014	Framework adopted by Angus Council and the CPP.	Greater strategic coordination of international activities
Undertake a feasibility study into the need for a centre to support skills development in the engineering sector in the East coast	Contained within existing	Angus Community planning	March 2014	Completion of study	Information provided to businesses and

Action	Resources	Who	Timescale	Target	Where we want to be
of Scotland	resources	partnership			education sector to strengthen Supply of suitably qualified labour
Create the environment for the regeneration of the South Montrose area.	Angus Council / Scottish Enterprise (tbc)	Angus Council	Mid 2015 End of 2016	Spine road completed. £50m of private sector investment in the area.	Area regenerated
Tourism Business Development programme	Contained within existing resources	Angus Council/Business Gateway	March 2015	Work with 30 Tourism businesses 2% increase in impact in turnover over 2014/15	More competitive tourism businesses
Support the sector industry groups through business workshops	Contained within existing resources	Angus Council SE?	annually	6 workshops delivered annually across accommodation, heritage, golf, outdoor, food & drink sectors	Improved visitor experience and more efficient businesses
Support customers considering self-employment to apply for New Enterprise Allowance.	Within existing resource	DWP	Until March 2015	Exceed 18 applications achieved during 2012/13.	Supported local business development
Provide vocational rehabilitation services to small businesses through NHS Tayside's 'Working Health Services Tayside' to support people through employment'	Within existing resource	NHS Tayside	Ongoing	Assist 175 people maintain their employment throughout 2014 - 2015	Healthy and flexible workforce and supported employers
Engage businesses in Angus in the Healthy Working Lives Programme: accessing training, advice line, workshops, awareness sessions, website.	Existing partner resources	NHS Tayside Healthy Working Lives Programme	ongoing	Currently 49 Angus workplaces are engaging with services provided by Healthy Working Lives and we would plan to continue to engage these workplaces.	Safer, healthier workplace

2) Supporting Pride and Place

Objectives

- o To market and promote the area to enhance the perceptions of Angus (locally, nationally and internationally)

- o To support the development of local events and festivals

Action	Resources	Who	Timescale	Target	Where we want to be
Develop a tourism trail to capitalise on the new visitors attracted into the area by the V&A, Dundee, in partnership with neighbouring local authorities.	Contained within existing resources	Angus Council	2015	Tourism product developed in response to V&A specific market	To bring in a new visitor market to Angus
Undertake a further perceptions study of Angus from a local, national and International perspective in order to evaluate impact of promotional activity	Contained within existing resources	Angus Council/Visit Scotland	March 2014	Study complete	To develop a more informed tourism action plan
Identify the distinctiveness of each burgh to add to the Angus tourism product and to capitalise on this through marketing campaigns.	Contained within existing resources	Angus Council	March 2014	Framework	To develop more informed marketing plans and joining up the distinct offer within Angus
Promotion of Angus as a visitor destination through targeted campaigns	Contained within existing resources	Angus Council, Visit Scotland	March 2015	DREAM (Moffat Institute) Baseline £170m at 2012 increase tourism spend/value by 2% per annum	Increase volume/values in visitor economy
Identify & contribute three key strategic tourism development priorities for Angus from 2014/15 – 2016/17 to the National Tourism Development Framework	Funding may be required	Angus Council VisitScotland	March 2014	Action plan developed Tourism embedded into Local Plan as a priority	East of Scotland aligned tourism priorities identified
Develop an east coast maritime heritage project that will align with tourism developments across Dundee Waterfront as a potential new product for the Uk/European visitor market.	Funding required	Angus Council/ other east coast Authorities	March 2015	Funding secured Action plan produced Joint activity commenced	Increased visitors Potential to develop into a transnational EU project
Deliver the Carnoustie Country golf	Contained				

Action	Resources	Who	Timescale	Target	Where we want to be
marketing campaign nationally and internationally in partnership with the sector industry group	within existing resource	Angus Council	March 2015	Increase visitors income by 5% over 2014/15 (Ryder Cup year Re-do golf benchmarking survey in 13/14 to update 2011 baseline figures.	Increased golf tourism
Working in partnership with communities, national organisations deliver the Homecoming Tartan Day Scotland Festival 2014	Contained within existing resource Homecoming Funding secured	Angus Council	April 2014	Additional 5000 visitors (2013 Baseline 3500)	Increase overnight visitors in the shoulder season Development of the 2020 Vision
Deliver Angus Autumns Festivals in partnership with communities and industry groups in September 2014	Contained within existing resource	Angus Council	March 2015	Additional numbers of visitors (awaiting evaluation reports for September 2013 festivals)	Increase overnight visitors in shoulder season
Promote the hospitality sectors to DWP customers as an attractive career through "Hospitality Works"	Within existing resource	Department for Work and Pensions	Until March 2014	A themed Month - Spring 2014	Flexible and skilled workforce
Develop a Civic Health approach that connects communities to support their own and each others health	Within existing resource	Voluntary Action Angus/NHS/Angus Council/ CPP	Ongoing	Volunteer Numbers Reduction in Social Isolation Local action planning success	Healthy resilient communities Pride in environment

3) Supporting Communities

Objectives

- o To enhance our engagement with communities
- o To support equalities in our communities
- o To support the work of the third sector in tackling inequalities

Action	Resources	Who	Timescale	Target	Where we want to be
Investigate the establishment of an Angus Employers standard	To be identified	Voluntary Action Angus/Angus Council/Federation of Small Businesses	March 2015	Feasibility report complete	More community engaged employers
Continually review existing and planned activities by all partners for each burgh of Angus	Contained within existing budget	Angus Council CPP	Ongoing	Complete comprehensive mapping exercise Complete a community forward plan for each burgh	Active communities
Develop community benefit clauses within the procurement process	To be identified	All public sector partners	March 2017	Community benefit clauses included in public sector contracts with a value of £1million +	Communities are benefiting from local public sector contracts
Support local community events through the angus event organisers' network	To be identified	Angus Council	Ongoing	Integrated support for community events	Increased community activity
Support DWP customers address digital skills needs through the Angus Digital Skills Academy	Within existing resource	Department for Work and Pensions/Angus Council	Until March 2014	180 successful starts. 52 employment outcomes (JSA customers) 10 employment outcomes (ESA customers)	To address digital inequality
Support local agencies and employers to improve digital skills of service users and employees	To be identified	Voluntary Action Angus/Angus Council/FSB?	March 2014	Complete comprehensive mapping exercise	Improved digital inclusion
Operate from a network of further education learning centre's across Dundee & Angus	Within existing resources	Dundee & Angus College	Annual	1,500 Student Learning Opportunities in Angus Based Learning Centre's	Equality of access to learning across Angus
Develop town centre regeneration plans for each Angus burgh	To be identified	Angus Council/Community	ongoing	To have a regeneration strategy for each burgh in	Vibrant town centre's

Action	Resources	Who	Timescale	Target	Where we want to be
		Planning Partnership		Angus	
Provide volunteering opportunities and support people into volunteering	Within existing resource	Voluntary Action Angus	Ongoing	No. new volunteers registered No. new volunteering opportunities registered	Inclusive and supportive communities
Investigate the feasibility of the creation of Business Improvement Districts	£20,000 (BID funding)	Carnoustie Development Group/Angus Council	March 2015	Feasibility study in Carnoustie	Business participation in area regeneration

4) Supporting Skills

Objectives

- o To support the needs of local business with a skilled and motivated workforce
- o To support local people to take up employment opportunities
- o To develop opportunities for young people entering employment, education, training & volunteering

Action	Resources	Who	Timescale	Target	Where we want to be
Deliver an apprenticeship programme	Existing Resources	Skills Development Scotland	31 March 2014 and annual	Delivery of SDS Contract No of starts awarded by age	Young people have a positive destination leaving school
Deliver employability training through academies based on sector requirements	Funding required	Department for Work and Pensions, Angus Council, Dundee & Angus College	Ongoing	Employer Engagement Participants per academy 70% into a positive destination	Local people into local jobs; Alleviate recruitment difficulties in key sector business
Provide one to one support, funding and advice to local jobseekers	Existing Resources	Angus Council	31 March 2014	Number of registrations	Skilled workforce 90% into a positive destination
Prioritise the provision of positive destination opportunities for young people (16-24) and school links in our portfolio	Existing Resources	SDS Dundee & Angus College, Angus Council/ Voluntary Action Angus (Praxis Life Skills Centre)	Annual	Opportunities for All Plan Accredited opportunities	Young people have a positive destination leaving school
Deliver SDS Employability Funded Programmes	Funding through contract	Employability Partners	Annual	Starts delivered through SDS Contract % into positive destination	Improved employment jobs prospects
To provide learning opportunities which are progressive, high quality and employability focused	£34m	Dundee & Angus College, Angus Council, SDS	Annually	25,000 individuals 144,500 Units of Student Activity (≈ 1/3 across Angus)	Future proof labour force
To provide Careers Information Advice and Guidance (CIAG) and Career	Within existing resource	SDS/Angus Council	Ongoing	Work coaching Workshops	Well informed career decisions

Action	Resources	Who	Timescale	Target	Where we want to be
Management Skills (CMS) which supports school leavers and 20+.				Priority service	
Continue Commonwealth Games (Barry Buddon) group to maximise employment opportunities available for locals	Within existing resource	Department for Work and Pensions/ Angus Council	Until August 2014	No of jobs secured through games	Local opportunities from events, employment and skills
Support people with disabilities into learning, training, employment and volunteering	Within existing resources	Angus Council/ Voluntary Action Angus	Ongoing	Special initiatives: Targets to be identified within each project	Disability doesn't inhibit access to suitable employment
Encourage employers to recruit locally through employability providers	Within existing resource	Angus Employability Partnership	Ongoing	Shared apprenticeship programme 20+ Employers engaged	Local people into local jobs

Note1

- Target for total number of businesses engaged with is a sum of the Council's SLAED return for year 2012/13 (625 business engagements) plus statistics taken from the Scottish Enterprise activity report for Angus in 2012/13 (115 business engagements). Total rounded up to **750**.
- Target for businesses receiving more than 4 hours support is a sum of the Council's outputs for year 2012/13 (120) plus statistics taken from the Scottish Enterprise activity report in 2012/13 (115 – an assumption all of the SE engagements are over 4 hours) = 235. Total rounded up to **240**
- Targets for new jobs and jobs safeguarded taken from the Council's Key Performance Indicator report for 2012/13 which recoded assistance with the creation of 349 new jobs and assistance with the safeguarding of 618 existing jobs. Targets rounded up to **350** and **625**.
- It is anticipated other partners will have the capacity to contribute to the outputs. There is a potential danger of some double counting e.g. the Council and Scottish Enterprise both working with the same client (although this could be on different projects).