

# ANGUS



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

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# Foreword

This Economic Strategy has been developed by the Angus Economic Development Partnership to meet both the current and future needs of our local economy. It follows two periods of public consultation where we have set out the partnership’s priorities for sustainable economic growth and prosperity. I am pleased that many organisations and individuals have taken the time to respond to our draft Economic Strategy.

The Strategy is being launched at a time of renewed confidence in the Scottish economy and we recognise the journey being taken by businesses and individuals throughout Angus to build growth.

Angus is experiencing a period of great opportunity with investment from the north in sustainable energies and the growth in Tourism and Hospitality from the south. This strategy aims to support these developments to enhance the attractiveness of the county to visitors, businesses and local people alike.

The Scottish Government’s economic strategy states ‘Faster sustainable economic growth is the key to unlocking Scotland’s potential and strengthening our greatest asset – the people of Scotland’. In Angus we are very much of the belief that supporting local people and improving their standard of living will ensure our economic growth into the future.



# About Angus

With a population of 116,200 (2012 ONS mid year estimates) Angus is located on the East coast of Scotland, well located for business, growing sectors and skilled labour. The majority of the Angus population lives in the burghs of Arbroath, Montrose, Kirriemuir, Forfar, Brechin, Carnoustie and Monifieth with Arbroath at Circa 23,000 the largest and Kirriemuir at Circa 6,000 the smallest.

With its mix of highlands, fertile valleys, rugged coastline and historic towns and villages, Angus is a productive area of outstanding natural beauty. Some areas of Highland Angus fall within the Cairngorms National Park.

Angus has five universities within easy reach, all with excellent academic reputations and which attract students and leading scholars on a worldwide basis. The current further education colleges which cover Dundee and Angus has also gained national recognition for excellence. The area offers first-class entertainment and recreation facilities with easy access to the adjacent cities of Dundee and Aberdeen and the extensive facilities they have to offer.

Angus enjoys the benefits of modern living, as well as tangible links with a colourful and historically significant past and can lay claim to be known as "Scotland's Birthplace".

The current connectivity includes the main East Coast Trunk road providing excellent links both North and South, a regional airport in Dundee, the port of Montrose which provides deep water berths serving offshore oil and gas and potentially renewable installations and Arbroath which harbours a marina and palegic fishing craft and finally the main East Coast rail line with stations in Monifieth, Carnoustie, Arbroath, and Montrose.



# Introduction

## Community Planning

Community Planning is a process which helps public agencies to work together with the community to plan and deliver better services which make a real difference to people's lives.

In Angus, Community Planning Partner agencies are united by a single vision:

“Angus is a place where a first class quality of life can be enjoyed by all”.

The Angus Community Planning Partnership has identified five priorities that will help achieve this vision.

Communities that are:

- Prosperous and Fair
- Learning and Supportive
- Safe and Strong
- Caring and Healthy
- Sustainable

## Angus Thematic Partnership

The work of the Angus Community Planning Partnership is driven by five themed partnerships:

- Economic Development Partnership
- Children's and Learning Partnership
- Community Safety Partnership
- Community Care and Health Partnership
- Rural and Environment Partnership

Each of these partnerships works towards the vision of the Community Planning Partnership and embrace the key aims of the Community Plan and the outcomes agreed in the Single Outcome Agreement for Angus.

The Single Outcome Agreement is an agreement between Community Planning and Scottish Government. In Angus, this is a combined plan that runs from 2011-2014. This Plan is updated annually.



The diagram above highlights the current partnership arrangements.

# Working Together for Angus



Through extensive consultation with partners four key priorities have been adopted and linked to national policy.

## **The Role of Economic Development in Community Planning**

The Angus Economic Development Partnership (AEDP) is supported by Angus Councils Economic Development Team. It is responsible for working to secure a prosperous and fair Angus by supporting businesses, investing in infrastructure and promoting the learning opportunities that will encourage and enable the development of our communities.

Members of the AEDP include:

- Dundee and Angus College
- Angus Council
- Dundee and Angus Chamber of Commerce
- Federation of Small Businesses
- Department for Work and Pensions
- NHS
- Scottish Enterprise
- Skills Development Scotland
- TACTRAN
- Visit Scotland
- Voluntary Action Angus

In addition to the work of the AEDP, it has two sub groups that are responsible for the Social Economy and Employability agendas in the area.

These sub groups are known as the Social Economy Partnership and the Angus Employability Partnership. In addition to the partners listed above these groups have additional Third Sector representation.

## **Moving Forward**

This Angus Economic Strategy for 2013-2020 maps out how the Angus Community Planning Partnership intends to continue to develop the area for the coming years. It sets out the key priorities, challenges, opportunities and how we intend to measure progress. It replaces the current strategy Towards Economic Prosperity (2008-2011) and the Angus Tourism Strategy (2009-2012) and supports European Union 2020 aims and how these will be delivered locally. An Angus EU Strategy is due to be published in 2013/14.

The Strategy provides a framework for improving the quality of life of Angus residents through developing a supportive business environment, nurturing emerging sectors and ensuring that all international and national opportunities are used to benefit the area.

An economic profile of Angus was produced to provide an up-to-date statistical position on the Angus economy. This helped to identify priority areas, growth sectors and in providing baseline information will aid in monitoring the success of the strategy.

Through extensive consultation, four key priorities have been adopted and linked to national policy. These can be seen in the table following.

# Angus Economic Priorities

The proposed priority and targeted areas that will form the framework for the Angus Economic Strategy are laid out below.

Priorities	Supporting Enterprise & Infrastructure	Supporting Pride in Place	Supporting Communities	Supporting Skills
SOA Focus Areas	Sustainable business growth; economic recovery; and tourism	People feel welcome in Angus	Tackling inequalities	Equipping people for employment
2013 - 2020	<p>It is essential that we offer good business advice to our companies and support the development of local infrastructure. This will help to create favourable market conditions that assist with the prosperity and sustainability of our local businesses.</p> <ul style="list-style-type: none"> <li>● Developing our approach to support growth within local Enterprise</li> <li>● Encouraging Internationalisation</li> <li>● Supporting the development of local Infrastructure and physical regeneration to meet the requirements of local business</li> <li>● Developing the potential of our targeted business sectors</li> </ul>	<p>Civic pride and promotion of the local area helps to build strong and vibrant communities. Attracting visitors to the area and developing international connections will help create a welcoming environment.</p> <ul style="list-style-type: none"> <li>● Marketing and promoting the built, natural and cultural heritage of the area to enhance the perceptions of Angus locally, nationally and internationally</li> <li>● Supporting the development of local events and festivals to encourage local pride</li> </ul>	<p>The personal wellbeing and health of people are at the heart of any community. It is essential that we support communities to help distance them from poverty and inequalities.</p> <ul style="list-style-type: none"> <li>● Enhancing engagement with communities</li> <li>● Supporting equalities in our community</li> <li>● Supporting the work of the third sector in tackling inequalities</li> </ul>	<p>Matching local people with employment opportunities and investing in their future is important to ensure that we have a skilled workforce that is well equipped for employment.</p> <ul style="list-style-type: none"> <li>● Supporting the needs of local business with a skilled and motivated workforce</li> <li>● Supporting local people to take up employment opportunities</li> <li>● Developing opportunities for young people entering employment, education, training and volunteering</li> </ul>

SUSTAINABILITY

PARTNERSHIP

# Supporting Enterprise & Infrastructure

## Focus on the Provision of Business Support

An essential ingredient for the success of most businesses is a suitable property from which to operate. Angus Council recognises this and looks to support businesses through providing over 100 commercial premises to rent and by creating development sites for local companies and inward investors.

The commercial premises range from small offices and workshops through to larger factory units, the largest of which is c50,000 sq ft. They are located throughout Angus and at any one time help support a total of around 400 jobs.

Over the last 10 years or so Angus Council has financed and developed business parks in Brechin, Forfar and Montrose. These developments, along with past investment in Arbroath, have been very important to the Angus economy by providing the infrastructure to support local business growth and in helping to secure investment from outside.

The most significant investment by the Council in recent years has been at Forties Road, Montrose. This has seen the creation of 12 individual sites, all of which are now occupied and creating local and national opportunities in terms of employment and trade.

Demand for these sites in Montrose has exceeded expectations. A number of local businesses have purchased sites from the Council, developed bespoke properties and expanded their operations in the process.

A number of international companies, particularly those providing services to the oil and gas sector, have purchased or leased land from the Council to expand Montrose productions.

The availability of sites for development has been very important to the business community and the Angus economy. A key priority is to develop local Broadband services which will make international markets more accessible to local businesses.

Business support, in the form of advice and guidance but also in limited cases through loans or grants is available directly through, Angus Council, the Business Gateway (which is delivered through contract on behalf of the three Local authorities in Tayside) and/or Scottish Enterprise (including Scottish Development International). Through membership, Businesses can also benefit from the support of either Dundee and Angus Chamber or the Federation of Small Businesses. All of these agencies both public and private work together as members of the Angus Economic Development Partnership with the aim of providing the best business support possible.

An essential ingredient for the success of most businesses is a suitable property from which to operate.

CASE STUDY



# Policy Context

## The Government Economic Strategy

In 2011, the Scottish Government updated its Economic Strategy which sets out its ambition to significantly increase Scotland's sustainable economic growth. Embedded within the five strategic objectives (wealthier & fairer, smarter, healthier, safer & stronger, and greener) are six strategic priorities that are internationally recognised to be critical to economic growth:

- Supportive business environment
- Infrastructure development and place
- Effective government
- Learning, skills and well-being
- Transition to a Low Carbon Economy
- Equity

## Future Delivery of Public Services

The demand for public services is set to increase dramatically over the medium term - partly because of demographic changes, but also because of the need to tackle the causes of disadvantage and vulnerability.

In 2011 the Christie Commission published its recommendations focused on the 'Future Delivery of Public Services'.

## The key objectives of this reform programme are to ensure that:

- public services are built around people and communities, their needs, aspirations, capacities and skills, and work to build up their autonomy and resilience;
- public service organisations work together effectively to achieve outcomes - specifically, by delivering integrated services which help to secure improvements in the quality of life, and the social and economic wellbeing, of the people and communities of Scotland;
- public service organisations prioritise prevention, reduce inequalities and promote equality; and
- all public services constantly seek to improve performance and reduce costs, and are open, transparent and accountable.





# Supporting Pride in Place

## Focus on Angus Heritage

Steeped in history Angus offers a wide range of local attractions, events and activities for local and International visitors. Tourism is a growing sector in Angus which offers employment, sustainability and flexibility which has encouraged many industry groups to develop in the area including food and drink, accommodation and heritage.

In 2012, an Angus Heritage brand was created with a communications plan to ensure brand and messaging synergy across all channels, including print, public relations, advertising and online. Targeted e-newsletters were issued to business contacts as well as potential customers. A database was already in place as a result of previous activity and this proved a very effective marketing tool.

Angus Heritage aims to work collaboratively with public, private and community organisations to promote the built, natural and cultural heritage of the area and increase the number of visitors to heritage attractions and events in Angus.

To encourage engagement, heritage businesses, groups and event organisers were invited to get involved with the pilot event. Organisers of events which were already planned were also approached and invited to have their events promoted as part of the week's programme. Almost 50 events in addition to 19 "Doors Open Day" venues participated in the pilot and it is estimated that total visits were approximately 3,700.

As a brand the aim of Angus Heritage is to further engage with businesses, visitor attractions and organisations to enhance Angus Heritage Week events and activities in the future. Working with accommodation providers to develop packages and promotions will also encourage people to travel to Angus and stay overnight. This will increase visitor spend, thus maximising the economic impact of the event.

Angus Heritage is a great vehicle for further developments in the area and through increased partnership working and employer engagement offers many opportunities for the future.

Steeped in history Angus offers a wide range of local attractions, events and activities for local and International visitors.



# Challenges

Economic conditions have changed markedly since 2007, following the deepest global recession in over 50 years. This has created a range of challenges, which we continue to address. For Angus these challenges include:

## Connectivity

The development of technology and the energy sector in the Northeast has enabled diversification into engineering, oil, gas and pharmaceuticals. Developments of this sort are essential in creating employment opportunities for the local workforce now and in the future. However, vital to enable such investment, is connectivity in terms of road, rail, air and increasingly important, Broadband, and mobile infrastructure.

This connectivity, particular digital, is essential to allow Angus businesses, whether in rural or urban areas, to remain competitive in global marketplaces, support the development of innovative digital businesses and enable new ways of doing business that can cut costs, improve customer service and reduce our county's carbon footprint. It will also enable public services, including health and social care, to be delivered in new, convenient and cost effective ways, support social inclusion and provide everybody with access to sources of knowledge, education and entertainment that were not even imagined a generation ago.

The Scottish Government aims to deliver a digital infrastructure by 2015 with the capability to deliver speeds of 40-80 Mbps for 85% to 90% of premises; and to deliver the best possible speeds (a minimum of 2 Mbps) for those where delivery of 40-80 Mbps is not possible at this stage.

## Entrepreneurship

In terms of business formation and survival rates, the area has lower levels of start-up businesses than the national average but there is a significant amount of self employment with Angus having the 11th highest rate of self employment in Scotland (9.9%) this will help with the challenge of expanding the business base.

Providing support which will nurture and develop new and existing businesses is essential in creating employment opportunities, sustainable jobs and supporting the economy. Providing contracting and procurement advice will also be essential in the coming years with an emphasis on contracting out to Local Businesses where possible.

## Earnings

Earnings both residence and workplace based are historically lower in Angus than the National average. In 2012 the Gross weekly pay for someone working and living in Angus was £437.00 against the Scottish average of £497.60 (ONS Annual Survey). With regards to those living in Angus and working elsewhere the earnings are improved with Angus levels at £473.10 against Scottish levels of £498.30 (ONS Annual Survey).

If through the course of this strategy we are able to support the challenges of creating business, opportunities and connectivity, this should help to improve the current wage levels. By increasing wage levels the younger population will be more likely to stay and thrive in the area supporting the ageing population. It is essential to support the local population in this way otherwise we will continue to lose skilled workers to neighbouring areas.



## Ageing Population

Angus has a population of over 116,000 people. It has a lower proportion in the youth and young workforce groups than the national average. However Angus also has a higher proportion of school age and pre-school children than the national average. As with many other Local Authorities in Scotland, Angus is experiencing an ageing population. Since 2007 the number of those retired has increased to account for 20% of the Angus population. However what is perhaps the most challenging statistic is that over 50% of the Angus population is aged 45 or over. This presents real challenges in terms of workforce planning and the services being provided throughout the area. (GRO Mid Year Estimates 2012)

# Opportunities

Within the economy of Angus many opportunities will continue to present themselves, allowing us to develop our business markets and competitiveness at home and abroad (in particular the market in China). This coupled with the natural beauty of the area continues to make Angus a great place to live, work and visit.

## Energies

Scotland has long been at the forefront of the development of the renewable energy sector, and is continuing to set ambitious targets for renewable generation and carbon emissions reduction, driven by the Climate Change (Scotland) Act of 2009. Meeting 100% of our electricity consumption from renewables together with 11% renewable heat and 10% renewable transport by 2020.

In addition to the benefits gained in terms of carbon reduction and energy security, the potential for job and wealth creation from both the domestic and international renewable energy markets is considerable and provides opportunity to strengthen the economic prospects of rural communities.

Angus has clear strengths in a number of key requirements for the development of the sector, including the availability of natural resources, key infrastructure and skills. Examples include the availability of locally sourced fuel for biomass heating, the widespread potential for small scale hydro, and the potential to form offshore wind supply chain clusters to support the development and maintenance of the wind farms off the coast of Angus.

To ensure Angus is best placed to realise the potential of Offshore Wind we will work with Scottish

Enterprise, other Local Authorities, Dundee and Angus College, Wind Farm Developers, Local Ports and businesses to raise awareness of the opportunities within this sector.

Angus also benefits significantly from the ongoing buoyancy of the Oil and Gas sector which has brought with it significant investment in North Angus in particular. Continued expansion of this sector in Angus will be enabled through availability of serviced employment land.

## Tourism

Tourism is an important contributor to the Angus economy and one which continues to show signs of growth despite the impact of the double dip recession. With a range of built, natural and cultural heritage in the area along with the Cairngorms National Park, Angus is positioned well to attract tourists. The Angus Tourism Strategy (Sustainable Strategy for Growth through Tourism) covering the period from 2009-2012 contained six priority themes:

1. Angus Ahead – as the strategic campaign
2. Food & Drink Tourism
3. Golf
4. Activity Tourism
5. Cultural & Heritage Tourism
6. Festivals and Events

The general trend in terms of tourist visitor numbers in Angus has been up over the past four years although there was a dip in 2010. It is not intended to develop a separate tourism strategy at this juncture and it is

proposed that this Economic Strategy adopt these six themes as priorities for the period 2013-2020, to continue to build on the progress already made.

There are a number of programmed events/developments that could have significant impact on tourism in Angus. From the Commonwealth Games (shooting at Barry Buddon) and Ryder Cup at Gleneagles in 2014 to the establishment of the Victoria & Albert museum in Dundee and a 5 star hotel and Darren Clarke signature golf course at Kingennie in 2015. Further on the horizon, is the 700th anniversary of the signing of the Declaration of Arbroath in April 2020 alongside a planned National Tartan Day. Throughout this period there will be considerable promotion of Scotland as a destination through Visit Scotland (VS). The opportunity exists to work with VS and the local tourism business community in Angus/Dundee to maximise the opportunities which these events/activities provide.

## Food Security

Angus has 40% of the class A agricultural land in Scotland and is home to some of the most innovative agricultural businesses in the UK. As food security becomes a critical world wide issue so the business development opportunities in this sector will grow. Angus is well placed to benefit from these opportunities.

Soft fruit, vegetables, grain, potatoes, beef and lamb are all produced in Angus and exported across the UK and overseas. Fishing has been one of the most important local industries for centuries. High quality jams and marmalades are exported worldwide from Angus.



The traditional Arbroath Smokie, Forfar Bridie, Aberdeen Angus beef, mineral water and locally distilled whisky have ensured that the Angus Food and Drink Sector is firmly established within the local and national marketplace.

Angus food production and processing businesses attribute their success to the ability to source raw materials locally, a skilled labour force and effective transport links to their markets. This creates key opportunities for developing niche markets and the sector further.

### **Internationalisation**

Angus enjoys a core of very successful locally based companies that export across the world. With the UK market currently stagnant many more businesses could

benefit from developing trade in the growing world economies.

Angus has developed strong links with China over the past 15 years to the benefit of local businesses and the economy of Angus. Angus Council is keen to build on this success and to look at other markets. For Angus, Asia, the USA and Northern Europe offer particular opportunities both for business to business trade and increased visitor numbers.

The European Union is due to introduce a new programme of Structural Fund support to its member states for the period 2014 to 2020. Angus needs to position itself to make best use of the opportunities that this presents.

Developing trade links in a global market remain a key focus for the benefit of local companies and the well being of the Angus economy.

### **Third Sector**

Angus has a varied and diverse third sector with over 500 registered charities and an active Voluntary presence. The third sector brings unique qualities to enhance strategy delivery, including being value driven with the desire to make social change in Angus, being entrepreneurial through not-for-profit organisations or social enterprises and highlighting local challenges which require a partnership approach to address.

The third sector interface established by Scottish Government to provide a more stream lined approach to social change is lead by Voluntary Action Angus who's mission is 'A stronger, more engaged and better resourced volunteering and third sector in Angus'. Key

areas of opportunity include volunteering, community and, third sector engagement, and growth of supporting the sector, social enterprise and in turn social impact.

### **Health and Social Care**

The challenge of an ageing population in Angus brings with it significant opportunities with health and social care a growing employment sector throughout the area. Already employing a considerable workforce in Angus with 29% working in public administration, education and health (ONS annual business inquiry employee analysis 2008) the local National Health Service and Angus Council Social Care services have many employment and training placements open. The Care sector offers growth potential for both private and third sector business.

The Health and Social Care Academy delivered by Dundee and Angus College in Partnership with NHS aims to support workforce development and provide a sustainable pipeline of employees who are skilled and flexible.

### **Cross cutting themes**

By embracing the recommendations of the Christie Commission, this Strategy must ensure that sustainability; partnership working and best value are cross cutting themes. Health, education, community safety, environment and care are all essential to the economy and this is shown throughout the action plan. The role of securing additional resources from external funding, the way in which we procure services and support our local businesses to access opportunities is vital to ensure continued prosperity.

# Supporting Communities

## Focus on the Third Sector Interface

Help and support is encouraged from businesses and individuals across Angus to develop the Life Skills Centre and their employees.

Third Sector Interfaces were created across Scotland's local authority areas throughout 2011 as a new initiative to ensure that the third sector is effectively supported and represented at the local level. This arrangement, driven by the Scottish Government, sees Councils for the Voluntary Sector (CVS's), Volunteer Centres (VC's) and Social Enterprise Networks (SEN's) working together to:

- support to voluntary organisations operating in the area, both local and those national organisations that deliver services at the local level;
- support to and promotion of volunteering;
- support and development of social enterprise;
- connection between the Community Planning Partnership and the third sector

Voluntary Action Angus (VVA) is the local third sector interface and a partner on the Angus Community Planning Partnership. At VVA they aspire to the following principles:

- Inclusiveness
- Diversity
- Freewill and choice
- Mutual benefit
- Empowerment
- Impact
- Enabling
- Partnership

As part of supporting these principles VAA operates a life skills centre called PRAXIS which is an 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.



# Strategy Framework

## OUR PRIORITIES

The information below outlines our key Priorities, Principles and Targeted areas. These form the framework for the Angus Economic Strategy and will shape the partnership actions contained in the Community Plan and SOA Action Plan.

In Angus our Priorities can be broken into four categories:

- Supporting Enterprise and Infrastructure
- Supporting Pride in Place
- Supporting Communities
- Supporting Skills



## SUPPORTING ENTERPRISE AND INFRASTRUCTURE

It is essential that we offer good business advice to our companies and support the development of local infrastructure and physical regeneration. This will help to create favourable market conditions that assist with the prosperity and sustainability of our local Economy.

### Principles

Developing our approach to support growth within local enterprise

### Targeted Areas

- We will offer counselling and business advice to local companies through our business development agencies
- We will work in partnership with our local businesses and their representative Associations

### Principles

Encouraging Internationalisation

### Targeted Area

- We will develop international links to assist local companies access new business opportunities
- We will develop a strategy to best position Angus to take advantage of European Union Funding and Transnational co-operation opportunities.

### Principles

Supporting the development of local Infrastructure and physical regeneration to meet the requirements of local business

### Targeted Areas

- We will endeavour to increase the spread and speed of broadband coverage in Angus
- We will seek to improve the connectivity of Angus and regeneration of our town centres

### Principles

Developing the potential of our targeted business sectors

### Targeted Areas:

- We will develop and work with industry led groups in tourism; food and drink and sustainable energies.

Key Community Planning Partners in progressing supporting business and infrastructure actions: Angus Council; TACTRAN; Scottish Enterprise; Business Gateway; Federation of Small Business and Dundee and Angus Chamber of Commerce.



## **SUPPORTING PRIDE IN PLACE**

Civic pride and promotion of the local area helps to build strong and vibrant communities. Attracting visitors to the area and developing our international markets will help create a welcoming environment.

### **Principles**

Marketing and promoting the built, natural and cultural heritage of the area to enhance the perceptions of Angus locally, nationally and internationally

### **Targeted Area**

- We will promote Angus through our area marketing campaigns
- We will present initiatives that encourage civic pride

### **Principles:**

Supporting the development of local events and festivals to encourage local pride

### **Targeted Area:**

- We will work with event organisers and groups to develop key local festivals and events
- We will use national event campaigns to promote Angus to maximise visitors to the area

Key Community Planning Partners for delivering Supporting Pride in Place actions: Angus Council; Visit Scotland; Scottish Enterprise and Dundee and Angus College.



## SUPPORTING COMMUNITIES

The personal wellbeing and health of people are at the heart of any community. It is essential that we support these communities to help distance them from poverty and inequalities.

### Principles

Enhancing our engagement with communities

#### Targeted Area

- We will support national policy around worklessness and its implementation
- We will work with representative community groups to help realise their economic aspirations

#### Principle:

Supporting equalities in our community

#### Targeted Area:

- We will promote national and local programmes targeting disadvantaged groups in our communities

#### Principle:

Supporting the work of the third sector in tackling inequalities

#### Targeted Area:

- We will support the work of the Angus Social Enterprise Network
- We will support those that are disadvantaged in the community

Key Community Planning Partners for delivering Supporting Communities actions: Angus Council; Department of Work and Pensions; NHS; Skills Development Scotland; Dundee and Angus College; Voluntary Action Angus and other third sector partners.





## **SUPPORTING SKILLS**

Matching local people with employment opportunities and investing in their future is important to ensure that we have a skilled workforce that is well equipped for employment.

### **Principle**

**Supporting the needs of local business with a skilled and motivated workforce**

### **Targeted Area**

- We will work with employers to develop training appropriate to their business requirements

### **Principle**

**Supporting local people to take up employment opportunities**

### **Targeted Area**

- We will work to develop the skills available locally to match the needs of employers
- We will develop a public sector response to support local people into employment

### **Principle**

**Developing opportunities for young people entering employment, education, training and volunteering**

### **Targeted Area**

- We will develop routes into positive futures for school leavers
- We will promote government sponsored and national programmes

Key Community Planning Partners for delivering Supporting Skills actions: Angus Council; Department for Work and Pensions; Skills Development Scotland; Dundee and Angus College; Voluntary Action Angus and other third sector partners.

# Measuring Progress

## Monitoring the Angus Economic Strategy

The monitoring of the Angus Economic Strategy priorities will be carried out through the Action Plan of the Angus Economic Development Partnership. This Action Plan is part of the Single Outcome Agreement (SOA) that forms part of the Community Planning agreement with Scottish Government.

In 2012 it was agreed that the focus of these SOAs would change and that they would build on work by:

- demonstrating a clear understanding of place;
- including specific plans for the delivery of improved outcomes, including how the Community Planning Partnerships approach aligns with the four pillars of public service reform (prevention, local integration and partnership, investment in people and performance improvement);
- while still reflecting local priorities, providing a sharper focus on key policy priorities where an integrated approach and preventative focus across Scotland can make a real difference to outcomes for people and communities; and
- demonstrating how communities are being involved in the development and delivery of outcomes.

These principles will help to develop a package of measures that strengthen community planning and place new duties and responsibilities on Community Planning Partnerships and partner bodies, whether acting nationally, regionally or locally, to work together to improve outcomes for local communities.

The Action Plan will be complementary to our key priorities as outlined in the Strategy and will be reviewed yearly. Progress against the Action Plan will be updated twice yearly and will be monitored by the AEDP. Success will be reported to the SOA Implementation Group at six monthly intervals.



# Supporting Skills

## Focus on the Academy Approach

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 role of the Angus Employability Partnership is **“To facilitate, Support and Coordinate the provision of employability services in Angus”**

For most people finding and securing a job can be very daunting. For individuals who have been out of the labour market for some time, accessing job markets can seem an insurmountable task. Whether coping with long term unemployment, career breaks, illness, family commitments or redundancy. Such individuals often lack confidence in themselves and their skills and abilities. Before they can put pen to paper or contact an employer they need to overcome their self doubts and anxieties about their ability to

sustain work and deal with fear of leaving the security of the welfare system.

In supporting the employment of local people in Angus a consistent approach has been adopted. Initially within health and social care, the academies were developed to support the workforce planning of the NHS. This has now developed with funding successfully sought for academies focusing on core employability skills, security, welding, engineering, hospitality, PVG coach maintenance and more recently agriculture. Various partners deliver these academies throughout Angus.

In taking a client through the five stage journey there is a greater chance of a sustained job outcome as the client and employer are supported. The strength of this approach is the flexibility in terms of being proactive in forecasting developing sectors

and reacting to economic shocks in the area e.g. redundancies.

Throughout the coming years supporting the local economy through a skilled and flexible workforce will be essential and the academy approach is central to development plans. Academies are planned in Agriculture, hospitality, maritime skills, retail and seasonal employment with the potential for other areas to be developed as and when sectors grow.

In supporting the employment of local people in Angus a consistent approach has been adopted.

The Academy approach in Angus has a process which includes:



