

**ANGUS COUNCIL**

**DEVELOPMENT AND ENTERPRISE COMMITTEE – 21 JANUARY 2014**

**DEVELOPING THE ANGUS ECONOMIC STRATEGY AND ACTION PLAN 2013 – 2020**

**REPORT BY CHIEF EXECUTIVE**

**ABSTRACT**

This report informs the Committee of progress towards the production of the Angus Economic Strategy 2013-2020 and the accompanying action plan on behalf of the Angus Economic Development Partnership (AEDP) and seeks approval for the finalisation of the proposed Strategy and action plan.

**1. RECOMMENDATION(S)**

It is recommended that the Committee:

- (i) approves the Angus Economic Strategy and action plan 2013-2020 as outlined in this report;
- (ii) authorises the Service Manager - Economic Development to launch and publish the Strategy and agree the activity outlined in the action plan;
- (iii) instructs the Service Manager - Economic Development to submit an annual report on action plan progress, in line with the Single Outcome Agreement.

**2. BACKGROUND**

- 2.1 Reference is made to Article 41 of the minutes of meeting of Infrastructure Services Committee of 22 April 2008 which records that the Committee agreed to adopt the current Angus Economic Development Strategy “Towards Sustainable Prosperity” and the development of its associated Action Plan.
- 2.2 In 2012, the consultation process of the new Economic Strategy 2013 – 2020 was approved and since then it has been circulated and discussed with local people, organisations, businesses and practitioners. Alongside this process an action plan has been developed with assistance from the Improvement Service in line with the new Single Outcome Agreement and the strategic priorities for 2013 – 2020.

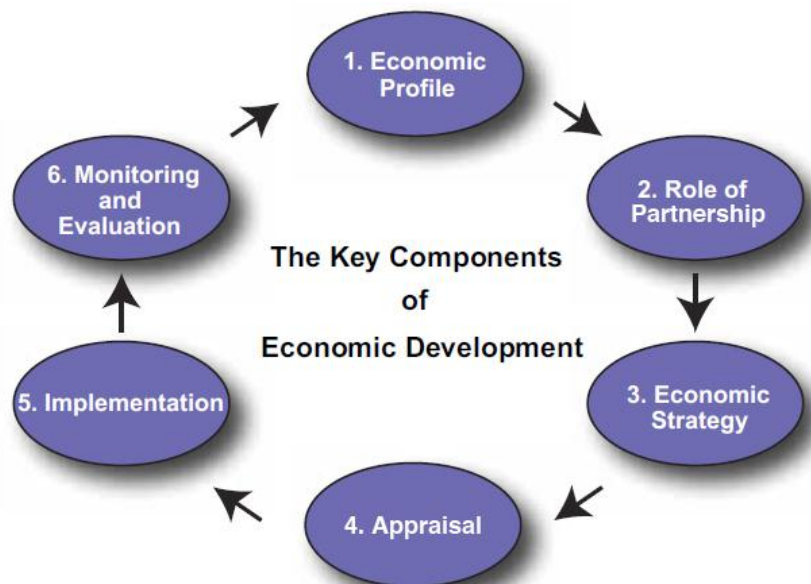
**3. DEVELOPING OUR STRATEGY AND ACTION PLAN**

- 3.1 Noted in the January Committee report (Ref R40/13) the Scottish Government and the Scottish Local Authorities' Economic Development Group (SLAED) launched their Scottish Local Authorities Economic Improvement Guide. Throughout the process we have had support from a representative from the Improvement Service and this will continue. We are now at the 3<sup>rd</sup> point of the plan as outlined in Table 1.

Table 1. Service Improvement Guide – Key Components of Economic Development

The table below shows the key elements of Economic Development in a cycle

1. Economic Profile
2. Role of Partnership
3. Economic Strategy
4. Appraisal
5. Implementation
6. Monitoring and Evaluation



- 3.2 In line with the improvement guide check list, the Strategy and action plan have been developed with a wide and varied consultation process and this will continue with the annual review of the action plan.

#### 4. CONSULTATIONS

- 4.1 Due to the extension of the consultation process to May 2013 to enable additional business input, the need to link in with pre designated dates of the Angus Economic Development Partnership, and the engagement of partners and stakeholders in the production of the draft action plan, the original date for completion has been put back. Subject to approval, a publication date of February 2014 is proposed. The final draft Strategy and action plan is attached as [Appendix 1](#) and [Appendix 2](#).

- 4.2 To ensure this Strategy is based on local need, it was on the Angus Council 'Have your say' website from February 2013 until June 2013 for comments. The Strategy was also on the agenda at the following meetings:-

- Angus Community Planning Partnership Board
- Angus Economic Development Partnership
- Angus Employability Partnership
- Angus Employability Partnership: Employer engagement Sub group
- Angus Drugs and Alcohol Partnership
- Angus Social Enterprise Network
- Dundee and Angus Chamber of Commerce Business Breakfast

- 4.3 The consultation was also highlighted to the Angus Community Planning Partnership which includes representatives from:-

- Angus Council
- Angus College
- Job Centre Plus
- NHS Tayside
- Police Scotland
- Scottish Ambulance Service

- Scottish Enterprise
- Scottish Fire and Rescue Service
- Skills Development Scotland
- TACTRAN
- Tayside Community Justice Authority
- Voluntary Action Angus

4.4 To be fully inclusive of all representative groups the Strategy was circulated to Community Council Reps, Angus Rural and Environmental Partnership, Community Learning Partnership, Community Care and Health Partnership, Community Safety Partnership and hard copies of the Strategy were also made available to elected members.

4.5 All comments received from partners and stakeholders have been considered and included in the final draft Strategy and action plan.

## 5. PRIORITIES

5.1 There was no change to the priority areas identified in the Consultative Draft of the Strategy as a result of the consultation process. The action plan is based on these priorities and targeted areas in order to provide a flexible and proactive approach to economic development in the area. The key areas are:

### Priority 1 Supporting Enterprise & Infrastructure

Targeted areas include:

- Developing our approach to support growth within local enterprise
- Supporting the development of local Infrastructure to meet the requirements of local business
- Developing the tourism potential of the area

### Priority 2 Supporting Pride and Place

Targeted areas include:

- Marketing and promotion of the area to enhance the perceptions of Angus locally, nationally and internationally
- Supporting the development of local events to encourage local pride
- Supporting physical regeneration

### Priority 3 Supporting Communities

Targeted areas include:

- Supporting national policy around worklessness
- Enhancing our engagement with communities
- Supporting equalities in our community

### Priority 4 Supporting Skills

Targeted areas include:

- Supporting the needs of local business with a skilled and motivated workforce
- Supporting local people to take up local jobs
- Developing the number of youth opportunities for those going into employment, education, training and volunteering

## 6. DEVELOPING THE ACTION PLAN

6.1 In creating an effective action plan, support was received from the Scottish Government Improvement Service through an intensive workshop and follow up sessions. During these sessions the format was developed to include the action, resources required, lead agency, timescale, targets and the vision. The Strategy has been developed to cover key priorities from 2013 – 2020; the action plan, however, will be reviewed annually. Monitoring arrangements are highlighted in the Strategy.

6.2 In line with the required reporting, an annual report will highlight progress on the action plan and identify any revised and/or new actions required for the following year. This process will ensure that the documents are fulfilling local demands.

6.3 The action plan is attached as Appendix 2 and contains information on how the principles and targeted areas link to the Single Outcome Agreement.

## **7. THE WAY FORWARD**

7.1 In November 2013 the amended Strategy and action plan was tabled at the Angus Economic Development Partnership where final details were discussed. It is now requested that the Committee authorise the Service Manager - Economic Development to publish and launch the Strategy and action plan.

7.2 Once the Strategy and action plan have been launched it will be essential to begin work on delivery of the action plan. This will be reported annually and at the same time new actions and priorities can be identified allowing partners and stakeholders to highlight any new areas of work.

## **8. RISKS**

8.1 The Strategy and action plan outline Partnership Objectives and means of delivery and therefore depend on full Partnership engagement in the delivery process. There is a risk that changes in partner priorities could occur during the course of the Strategy. Where possible however, such changes will be reflected in the annual review of the action plan. There is also a risk that as a result of reducing resources, not all of the proposed actions will be delivered in the suggested timeframes. Through the consultation process however, every effort has been made to ensure that the actions are deliverable.

## **9. FINANCIAL IMPLICATIONS**

9.1 The costs associated with production and launch of the Strategy should not exceed £2,000. These costs can be met from within the Economic Development Division Revenue Budget for 2013/14.

9.2 A number of actions included within the action plan require resources to be identified and this will be done as and when appropriate to each priority and when the Community Planning Partner has assumed the lead role. Actions will be progressed in line with identified resources and it is also worth noting that the action plan is a fluid document that will be amended to reflect the changing priorities of partners and in light of available resources available should it be necessary.

## **10. HUMAN RIGHTS IMPLICATIONS**

10.1 There are no human rights implications arising from this report.

## **11. EQUALITIES IMPLICATIONS**

11.1 The issues dealt with in this report have been the subject of consideration from an equalities perspective. An equalities impact assessment is not required.

## **12. ANGUS COMMUNITY PLAN AND SINGLE OUTCOME AGREEMENT**

12.1 This report contributes to the following local outcome(s) contained within the Angus Community Plan and Single Outcome Agreement 2011-2014:

### **COMMUNITIES THAT ARE PROSPEROUS AND FAIR**

- We have a sustainable economy with good employment opportunities.
- Angus is a good place to live in, work in and visit

## **13. CONSULTATION**

13.1 The Directors of Communities, People and Resources, Head of Corporate Improvement and Finance and Head of Legal and Democratic Services has been consulted in the preparation of this report.

## **14. CONCLUSION**

14.1 The currently adopted Economic Development Strategy 2007-2012 has run its course. The Angus Economic Development Partnership (AEDP) which is a thematic sub-group of the Community Planning Partnership has agreed the content of the new Economic Strategy which

is the subject of this report. As lead partner of the AEDP, the approval of the Council is sought to proceed to officially launch and publish the Strategy..

**NOTE:** No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information) were relied on to a material extent in preparing the above report.

**RICHARD STIFF  
CHIEF EXECUTIVE**

**ECDEV/NP/AJS/SH/LJP  
10 December 2013**