

# **ECONOMIC STRATEGY ACTION PLAN (2009-2014)**

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## LIST OF ABBREVIATIONS

TACTRAN	: Tayside and Central Scotland Transport Partnership
PKC	: Perth and Kinross Council
ICT	: Information and Communication Technology
ILL	: Investment in Learning
FE	: Further Education
HE	: Higher Education
UHI	: University of the Highlands and Islands
R&D	: Research and Development
SCRI	: Scottish Crop Research Institute
ENET	: Enterprise North East Trust (Business Gateway)
BG	: Business Gateway
JC+	: Jobcentre Plus
BARRC	: Blairgowrie & Rattray Regeneration Company
SE	: Scottish Enterprise
SRDP	: Scottish Rural Development Programme
SMART	: Scottish Government Research & Development Grant Scheme
VS	: VisitScotland
ERDF	: European Regional Development Fund
SDS	: Skills Development Scotland
PACE	: Partnership Action of Continuing Employment
VIC	: Visitor Information Centre

**Theme:** Connections & Development Infrastructure

**Local Outcome:** Our Area will have improved economic infrastructure and transport links (NO1)

Activity	Lead Partnership	Lead Partner	Timescale	Current Status and Outputs
<p>TACTRAN Regional Transport Strategy and 3 year Implementation Programme</p> <p>Local Transport Priorities</p> <ul style="list-style-type: none"> <li>• New rail/bus interchange, Perth</li> <li>• New link road to Friarton area</li> <li>• Perth western edge A9/A85 improvements</li> <li>• Park &amp; Ride on A90 (east) approach to Perth</li> </ul>	TACTRAN	PKC	2009-2012	<p>TACTRAN Strategy Approved (2008-2023) RTS Delivery Plan includes 3 year Implementation Programme (2009/10 – 2011/12) and 15 year Investment Plan. Due to be approved by TACTRAN Board March 2009. Key projects will be outlined in the finalised RTS Delivery Plan. Relevant projects in later years include:</p> <ul style="list-style-type: none"> <li>○ Park &amp; Ride serving A9 northern and A90 southern approaches to Perth</li> <li>○ A9/A94 Link Road</li> <li>○ Freight Quality Partnership initiatives</li> <li>○ inter-modal rail freight facilities</li> <li>○ improved local rail services Dundee – Perth – Stirling – Glasgow through Tay Estuary Rail Study (TERS) with potential station re-openings</li> <li>○ Connect 2 pedestrian/cycle bridge</li> <li>○ Improved road links to Perth Harbour</li> </ul>

Activity	Lead Partnership	Lead Partner	Timescale	Current Status and Outputs
<p>National Transport Priorities of importance to P&amp;K Lobby Scottish Government to ensure key national projects are programmed/ e.g.</p> <ul style="list-style-type: none"> <li>• new Forth Road Bridge</li> <li>• Edinburgh Airport Link</li> <li>• A9 upgrading <ul style="list-style-type: none"> <li>○ dualling Perth to Blair Atholl</li> <li>○ grade separated junctions Broxden/Inveralmond and A9 between Perth and Stirling</li> </ul> </li> <li>• Perth – Inverness rail line improvements</li> <li>• Improved Perth – Glasgow rail service</li> <li>• Rail journey time reductions Perth - Edinburgh</li> <li>• Further electrification of the strategic rail network</li> </ul>				
<p>Business Land, Property and Infrastructure Programme</p> <ul style="list-style-type: none"> <li>• To deliver additional serviced business &amp; industrial land</li> </ul>	Economic	PKC	2009-2011	<p>Baseline review complete (7.6Ha) Programme agreed Target (12Ha by 2010) Sites already zoned, infrastructure required: early priorities are:</p> <ul style="list-style-type: none"> <li>• North Muirton, Perth</li> <li>• Auchterarder</li> <li>• Kinross</li> </ul>

Activity	Lead Partnership	Lead Partner	Timescale	Current Status and Outputs
Ensure ICT infrastructure and speed of connection improves <ul style="list-style-type: none"> <li>• Encourage businesses to utilise ICT infrastructure/opportunities provided by on-line purchasing, etc</li> </ul>				
Strategic Planning <ul style="list-style-type: none"> <li>• New Strategic Development Plan to provide strategic framework for development</li> </ul>				Joint Tay Plan Strategic Development Plan team currently being established.

**Theme:** Lifelong Learning at the Heart of the Economy

**Local Outcome:** Our young people will attain, achieve and reach their potential. Our people will be well skilled and trained (NO3)

Activity	Lead Partnership	Lead Partner	Timescale	Current Status and Outputs
Investment in Learning (ILL) and Improvement to the Schools Estate Strategy	Lifelong Learning	PKC	5 yrs +	ILL programme underway – construction of new Community campuses
Attainment and Achievement in Schools <ul style="list-style-type: none"> <li>○ Curriculum for Excellence development</li> <li>○ Develop programme to link key businesses/sectors to schools</li> <li>○ Increase Skills for Work programmes/Vocational activity/apprenticeships</li> </ul>	Lifelong Learning	PKC		New policy developed to encourage & support improved Vocational experiences
Development of the Skills Academy concept <ul style="list-style-type: none"> <li>• Public Sector</li> <li>• Tourism</li> <li>• Other sectors Investigate potential</li> </ul>	Employability          EP/ Employability	Health Board          Perth College		Ongoing – 3 successful courses          At development stage – pilot planned for March/April '09

Activity	Lead Partnership	Lead Partner	Timescale	Current Status and Outputs
<p>Strengthen and Focus FE/HE/UHI contribution to economic growth</p> <ul style="list-style-type: none"> <li>○ Develop “specialisms”</li> <li>○ Identify economic impact of PC/UHI</li> <li>○ Develop Business Development Centre</li> <li>○ Knowledge Transfer</li> <li>○ Improve links to local businesses</li> <li>○ Increase student numbers from outwith local catchment</li> </ul>	-	Perth College		To be developed.
Explore potential of developing enhanced linkages with other local Universities				
Encourage R & D activity within local research institutes – Perth College/UHI; SCRI; Pitlochry Fisheries Laboratory	-	Perth College-UHI/SCRI/Fisheries Lab		National statistics show low levels within P&K – need to develop.

**Theme:** Culture of Entrepreneurship

**Local Outcome:** Our Area will have a thriving and expanding economy (NO1)

Activity	Lead Partnership	Lead Partner	Timescale	Current Status and Outputs
Business Start-up Support <ul style="list-style-type: none"> <li>• Services provided by various partners</li> <li>• Business Gateway Contract Implementation               <ul style="list-style-type: none"> <li>○ Young Persons project (NEW)</li> </ul> </li> <li>• Introduction of Flexible New Deal</li> </ul>	Economic Partnership  Tayside BG Steering Group  Employability	PKC/College /ENET  ENET  JC+	To 10/10	Need to improve coordination – linkages / joint marketing  Implemented set PK targets for 2009/10  Not yet operational
Expand FE/HE Contribution to Entrepreneurship		Perth College – Centre for Enterprise		
Social Enterprise Development Programme	Social Economy Partnership	PKC		Operational – review & enhance
Support Enterprising Communities/Community project based Initiatives e.g. <ul style="list-style-type: none"> <li>• Sirolli Eastern Perthshire</li> <li>• Comrie Development Trust</li> <li>• BARRC</li> </ul>		-		

Activity	Lead Partnership	Lead Partner	Timescale	Current Status and Outputs
Strengthen Enterprise Education and Awareness <ul style="list-style-type: none"> <li>○ Encourage local successful business people to engage with local schools</li> <li>○ Improve work experience opportunities</li> </ul>	Lifelong Learning	PKC		Operational – Determine to Succeed activity / Enterprise Education activity

**Theme:** Supporting and Developing Businesses

**Local Outcome:** Our Area will have a thriving and expanding economy (NO1)

Activity	Lead Partnership	Lead Partner	Timescale	Current Status and Outputs
Business Advice Provision <ul style="list-style-type: none"> <li>• PKC advisers</li> <li>• ENET (Gateway Contract)</li> <li>• SE (Account Managed Companies)</li> <li>• Specialist PKC (Planning/Trading Standards) By Sept. 09 we need to develop a joined up approach to business advice &amp; support between the local partners.</li> <li>• Mapping of services/support</li> <li>• Joint marketing of services</li> </ul>	Economic Partnership	PKC ENET SE  PKC		Operational Operational Operational  Operational
Business Support Programmes <ul style="list-style-type: none"> <li>• Funding Package/s</li> <li>• Regional Selective Assistance</li> <li>• SRDP</li> <li>• R&amp;D company support (SMART)</li> </ul>	-	PKC/College  SE	2009-10 2009-2013	Operational  Widened eligibility announced Jan 2009 Operational – but need to highlight opportunities National statistics show low levels within companies. Need to promote national schemes.
<ul style="list-style-type: none"> <li>• Improve knowledge &amp; marketing of other financial support available to businesses</li> </ul>				
<ul style="list-style-type: none"> <li>• Encourage R&amp;D within local businesses</li> </ul>				



Activity	Lead Partnership	Lead Partner	Timescale	Current Status and Outputs
Develop Food Activity (link to Tourism) <ul style="list-style-type: none"> <li>○ Cittaslow</li> <li>○ Farmers Market Devpt.</li> <li>○ Farm Retail</li> <li>○ Food/Tourism links</li> </ul>	Ag.Forum  Ag. Forum			
Develop Rural Programme <ul style="list-style-type: none"> <li>○ ERDF Tourism Project</li> <li>○ Destination Perthshire</li> <li>○ Agricultural Forum activities</li> </ul>	Tourism Tourism Ag.Forum	PKC SE		

**Theme:** Supporting people through Employability

**Local Outcome:** Our Area will have a thriving economy. Our communities and people will have improved quality of life, life chances and health.

Activity	Lead Partnership	Lead Partner	Timescale	Current Status and Outputs
Employability Strategy and Action Plan <ul style="list-style-type: none"> <li>○ Review plan in current climate &amp; develop revised implementation plan</li> <li>● Improve coordination and delivery</li> <li>● Employer Engagement</li> <li>● Council and Health Board as Employers</li> <li>● More choices more chances group – young people</li> </ul>	Employability  Employability  Employability  Employability	PKC  PKC  PKC OC Group  More Choices /Chances Group	2008-11  2008-11  2008-11  2008-11  2008-2011	Action Plan being implemented and targets set. Review of plan underway. New post in place to increase activity & coordination.     Events at planning stage 2008
Rapid response team to assist those made redundant <ul style="list-style-type: none"> <li>○ Benefits advice</li> <li>○ Re-training</li> </ul>	Employability	SDS	2009	<ul style="list-style-type: none"> <li>● PACE Group set up</li> <li>● Monitor job losses</li> </ul>

**Theme:** Early Action Recovery Programme 2009 focussed on the Current Economic Situation

**Local Outcome:** To support local companies/individuals to survive the current economic situation

Activity	Lead Partnership	Lead Partner	Timescale	Current Status and Outputs
<p><b>Public Sector Activity</b></p> <ul style="list-style-type: none"> <li>• Maximise local benefits of Public procurement               <ul style="list-style-type: none"> <li>○ Investment in Learning – new community campuses</li> <li>○ Other contracts (e.g. NHS Murray Royal)</li> </ul> </li> <li>• Advice &amp; guidance to local companies to access contracts</li> <li>• Land &amp; Infrastructure programme</li>   <li>• Lobby for national infrastructure projects locally</li> <li>• Lobby COSLA for flexibility – rates payments</li> <li>• Stimulate affordable housing activity</li> <li>• Improve interface with private sector</li> </ul>	<p>Strategic Business Land, Property &amp; Infrastructure Economic</p> <p>CPP</p> <p>Economic</p>	<p>PKC (Ed)</p> <p>NHS</p> <p>PKC (ED/C)</p> <p>PKC</p> <p>PKC</p> <p>PKC</p> <p>PKC</p> <p>ALL</p>	<p>2007-10</p> <p>2009</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Project well established and contracts placed locally. Contract to be placed 2009 – follow up work</p> <p>Follow up to '09 seminar</p> <p>Implementing programme - Integrate private sector opportunity sites</p> <p>Issue raised at COSLA</p> <p>All Partners need to be supportive of the Plan.</p>



Activity	Lead Partnership	Lead Partner	Timescale	Current Status and Outputs
<p><b>Proactive Response to Redundancy &amp; Employability</b></p> <ul style="list-style-type: none"> <li>• Implement Employability Strategy &amp; Action Plan <ul style="list-style-type: none"> <li>○ Review/targets</li> <li>○ Improve coordination &amp; local delivery</li> <li>○ Target employer engagement</li> <li>○ Pilot projects</li> <li>○ Public Sector Engagement</li> </ul> </li> <li>• PACE <ul style="list-style-type: none"> <li>○ Redundancy support</li> <li>○ Re-training/skills programme</li> <li>○ Improved information/advice</li> </ul> </li> </ul>	Employability	<p>PKC PKC/JC+</p> <p>JC+</p> <p>PKC/JC+/SDS PKC/NHS</p> <p>SDS Perth College</p> <p>PKC</p>	<p>Ongoing</p> <p>June 2009</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	<p>A Tayside Group (PACE) has been formed, in development.</p> <p>Relaunch local Employment Partnership</p> <p>Project underway</p> <p>Approach being developed</p> <p>PACE set up</p> <p>Programmes underway and being developed</p> <p>Being examined</p>
<p><b>Financial Advice &amp; Support to Individuals</b></p> <ul style="list-style-type: none"> <li>• Increase support to Citizens Advice Bureau</li> <li>• Integrate Welfare Rights</li> </ul>		<p>PKC</p> <p>PKC</p>	<p>2009</p> <p>2009</p>	<p>Increased support to CAB approved in budget</p> <p>Being implemented</p>

Activity	Lead Partnership	Lead Partner	Timescale	Current Status and Outputs
<b>Focus on Growth &amp; Opportunities</b> <ul style="list-style-type: none"> <li>• Improve business/schools interface <ul style="list-style-type: none"> <li>○ Develop Partnership between key businesses/schools</li> <li>○ Work placements</li> <li>○ Vocational activity</li> <li>○ Apprenticeships</li> </ul> </li> <li>• Tourism &amp; Events <ul style="list-style-type: none"> <li>○ 2009 Year of the Homecoming</li> <li>○ Perth 800 (2012)</li> <li>○ Review of Tourism Action Plan</li> <li>○ Maximise local benefits from events</li> <li>○ ERDF project</li> <li>○ Destination Perthshire</li> </ul> </li> <li>• Renewable Energy/Waste</li> <li>• General Insurance Cluster</li> </ul>		<ul style="list-style-type: none"> <li>PKC</li> <li>PKC/SDS</li> <li>PKC/SDS</li> <li>SDS</li> <li>ES</li> <li>PKC</li> <li>VS</li> <li>PKC</li> <li>PKC</li> <li>SE</li> <li>SE/Private</li> <li>Private/PKC</li> </ul>	<ul style="list-style-type: none"> <li>2009</li> <li>Ongoing</li> <li>Ongoing</li> <li>2009</li> <li>2009</li> <li>2009-11</li> <li>June 2009</li> <li>Ongoing</li> <li>2009</li> <li>2009-12</li> </ul>	<ul style="list-style-type: none"> <li>Need to develop the project</li> <li>Programme underway</li> <li>Programme underway</li> <li>Programme developed</li> <li>Programme being implemented</li> <li>Programme being developed</li> <li>Review commenced</li> <li>Etape good example &amp; economic potential for other events</li> <li>Project underway</li> <li>Project approved and being developed</li> </ul>
<b>Perth City Centre</b> <ul style="list-style-type: none"> <li>• Marketing campaign - Perth</li> <li>• Window dressing</li> <li>• Relocate VIC</li> <li>• Customer service training</li> <li>• Increase markets &amp; retail promotions</li> </ul>		<ul style="list-style-type: none"> <li>PKC</li> <li>PKC</li> <li>VS</li> <li>City centre</li> <li>City centre</li> </ul>	<ul style="list-style-type: none"> <li>2009</li> <li>2009</li> <li>2009</li> <li>2009</li> <li>2009</li> </ul>	<ul style="list-style-type: none"> <li>Presentation to ELB 12/5/09</li> <li>Feasibility being examined</li> <li>Option being accessed</li> <li>Not developed yet</li> <li>Programme finalised</li> </ul>