



ECONOMY AND LIFELONG LEARNING GROUP

FRIDAY 14 MARCH 2014 – 10.00AM

Minute of meeting of the Community Planning Economy and Lifelong Learning Group held in the Committee Room, Fourth Floor, Council Building, 2 High Street, Perth on Friday 14 March 2014 at 10.00am.

Present: Councillors J Kellas and G Walker, Perth and Kinross Council; M Cairns, TACTRAN (substituting for E Guthrie), E Dawson, Department of Works and Pensions; E Guthrie, D Gourley, Perth College; J Hunter, Skills Development Scotland; J Kennedy, Scottish Enterprise (substituting for L McDowall); G MacEwan, Federation of Small Businesses; K McPherson, Voluntary Action Perthshire; G Morgan, Enterprise North East Trust (ENTRUST)/Business Gateway (substituting for G McEwan); S Pengelley, Morrisons Academy and R Pinn, VisitScotland.

In Attendance: J Valentine, J McCrone and A Seggie (all the Environment Service), P McAvoy, J Devine and D Stokoe (all Education and Children's Services); L Brown, Chief Executive's Service).

Apologies: Councillor A Livingstone and J Fyffe (both Perth and Kinross Council); E Guthrie, TACTRAN; L McDowall, Scottish Enterprise; G McEwan, ENTRUST.

Councillor J Kellas, presiding.

1. WELCOME AND APOLOGIES

Councillor Kellas welcomed all to the meeting. Apologies were noted as above.

2. MINUTE OF PREVIOUS MEETING

The minute of meeting of the Economic and Lifelong Learning Group of 6 December 2013 was submitted and approved as a correct record.

3. MATTERS ARISING

There were no matters arising from the minute of the previous meeting.

4. EMPLOYABILITY STRATEGY AND ACTION PLAN – ANNUAL REPORT 2013

There was submitted a report by the Executive Director (Environment), Perth and Kinross Council (G/14/78) presenting (1) the first annual report on the Employability Strategy and Action Plan, (2) advising of the progress made and the outcomes achieved in the delivery of the Strategy and Action Plan over the previous 12 month period, and (3) seeking endorsement of a number of future priority actions. The Strategy and Action Plan had also been considered and approved by Perth and Kinross Council at its meeting on 26 February 2014.

The Outcome Delivery Group:

- (i) Noted the progress achieved during the first year of implementation of the Strategy and Action Plan as detailed in Section 2 of report G/14/78.
- (ii) Approved a number of priority actions for 2014/15 as follows:
 - The extension of the mapping exercise undertaken in 2013 for the Youth Action Plan across all provision, and the mapping of current provision against a 5 stage employability pipeline.
 - The development of the pipeline to establish a possible Community Planning Partnership programme which could bid for European Social Fund monies under the new EU programme.
 - The establishment of a new Council Graduate Job Experience programme.
 - The progression of the work on Employer Engagement and the development of an employer engagement “offer” which all partners could promote to local employers.
 - Ensure that the new Community Benefit policy agreed by Perth and Kinross Council leads to community benefit clauses within contracts and provides opportunities for local employment and training.
 - The further development of a new Social Enterprise at the former Westbank Nursery in Perth, in conjunction with the Shaw Trust, to create additional employment and training opportunities locally.
 - The relocation of the HUB Employment Support Project to larger city centre premises.
 - The review and development of the HUB outreach project.
 - The establishment of a robust monitoring system to record employability outcomes across the employability pipeline.
 - The development of a Forum for Employability Providers
 - The establishment of communications tools to improve linkages between providers and employability partners, and with individuals seeking employability support.

5. PERTH CITY DEVELOPMENT – CITY DEVELOPMENT BOARD AND SCOTTISH CITIES ALLIANCE ACTIVITIES AND PRIORITIES.

J McCrone provided the Group with an update on the work of the Perth City Development Board (PCDB) and the Scottish Cities Alliance Activities and Priorities.

The last meeting of the PCDB had included a workshop to further consider the strategy for development of Perth and the Board's role in assisting its delivery. The Board were asked to consider priorities for further action and initial suggestions had included:

- growing the city's key industry sectors, especially knowledge-intensive services, food and drink and tourism
- retaining and growing top companies by building strong relationships and positioning PKC and PCDB as key partners/supporters; understand and address barriers/constraints to growth
- enterprise and business growth: building links with research universities and targeting spin-offs/commercialisation; targeting businesses with growth aspirations
- university city: strengthen the range of undergraduate and post-graduate courses, and establish research strengths
- raise the bar for attainment in schools and FE, and treat private education as a selling point
- develop the creative/cultural economy and broaden the offer in terms of venues/art forms and support the creative/cultural economy
- the city needs to exploit its central location and build a reputation as a conference venue; Perth's top companies will benefit from an improved hotel offer
- creating a jewel in the crown for the tourism industry: Perth has a remarkable history, but there is no "must-see" attraction to tell the city's story and more should be made of Perth's riverside setting and events programme
- create a focal point/events space in the heart of the city with full events programme and animated space
- marketing/awareness raising: define and communicate clear messages to key audiences – investors, potential residents and investors

A further workshop is proposed to agree a 3-year work programme for PCDB, focusing on the priorities and support and monitoring of delivery.

The Scottish Cities Alliance priority continues to be to support inward investment in the 7 Scottish cities. City Investment Plans are in preparation for each city and these are being used to form the basis for a collaborative approach to marketing investment opportunities to the market and to inform new funding mechanisms on the basis of earnback from increased tax revenues derived from investment in

infrastructure. This is likely to involve an increasing focus on the economic geographies of city regions and in terms of Perth this might mean significant collaboration at a city region level with Dundee.

The Outcome Delivery Group noted the position.

6. NATIONAL BENCHMARKING TOOLKIT

The Group agreed that discussion on the National Benchmarking Toolkit be deferred to the next meeting.

7. ANY OTHER COMPETENT BUSINESS

There were no other items for business for discussion.

8. DATE OF NEXT MEETING

It was noted that the next meeting of the Economy and Lifelong Learning Outcome Delivery Group would be held on Friday 30 May 2014 at 10.00am.