

**PERTH AND KINROSS COUNCIL**

**Enterprise and Infrastructure Committee**  
**21 January 2015**

**Lifelong Learning Committee**  
**28 January 2015**

**COMMUNITY PLANNING ECONOMY AND LIFELONG LEARNING GROUP  
BRIEFING PAPER**

**Joint Report by Executive Director (Environment) and  
Executive Director (Education and Children's Services)**

This briefing provides an update on the activities of the Community Planning Economy and Lifelong Learning Outcome Delivery Group.

**1. BACKGROUND**

- 1.1 The group is tasked with delivering the following Community Planning Local Outcomes outlined in the Single Outcome Agreement:-
  - People are Ready for Life and Work
  - Thriving, Expanding Economy
  - Employment Opportunities for All
- 1.2 The group have now held four formal meetings, and a number of workshops to develop the new Outcome Delivery Plan (ODP) which will assist us to deliver the SOA outcomes highlighted above. The revised ODP was approved by the CPP Board on the 28 November 2014.
- 1.3 The CPP Board in November received a six month update report on the activities of the ODG and this is attached for your information at Appendix A.

**2. UPDATE**

- 2.1 The committee received an update on the most recent meeting on 31 October 2014 at its November meeting, since then no further meetings have been held.
- 2.2 A new short-life sub-group has been established to review the Recommendations of The Commission for Developing Scotland's Young Workforce. This sub group met on the 18 December and agreed to review our current activities in this area, and consider how the CPP partners plan to respond to the recommendations at a local level.

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**Approved**

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Jim Valentine	Executive Director	9 January 2015



## ECONOMY AND LIFELONG LEARNING GROUP

### Outcome Delivery Plan: Progress Report

May – October 2014



**The Group is working towards the following local outcomes:**

- **People are Ready for Life and Work**
- **Thriving, Expanding Economy**
- **Employment Opportunities for All**

## SUMMARY

### Commentary

Residents of Perth and Kinross enjoy one of the highest qualities of life in Scotland. However, there are communities and individuals for whom this is not the case – places where there is higher worklessness and fewer economic opportunities, and individuals who face challenges on a daily basis. We believe that a thriving local economy is pivotal to facilitating wider social and physical regeneration across Perth and Kinross. In order to tackle poverty and address the drivers of low income in our communities, we need to provide training and learning opportunities, encourage business development, support local employers to provide a broad range of employment opportunities, ensure that household incomes increase, and that our actions stimulate the property market both residential and commercial.

The focus on encouraging greater life-long learning and economic development will have wider benefits in terms of maintaining health, general wellbeing, education and attainment. Focussing support on early intervention, particularly around training and employability support will also seek to prevent generational and long-term unemployment which casts a shadow over a number of our communities. The Outcome Delivery Plan actions have been designed to be delivered in an integrated way at various levels and support businesses and communities to develop their own capacity to deliver improved economic and social outcomes.

The focus of the groups' activity since the turn of the year has been on developing our new Outcome Delivery Plan. Workshops were held in April and May of this year, facilitated by the Improvement Service which helped us to shape our plan. It must be recognised however, that much joint work and coordinated activity was already taking place before the new CPP group was established. The plan aims to incorporate this joint activity already outlined within both the Employability Strategy and Action Plan and the Perth City Plan, both partnership developed plans within our on-going forward work programme.

At the formal meetings in May and October the group discussed the following:-

- The draft ODG Action Plan developed via the Spring Workshops.
- The LEADER Draft Local Development Strategy
- The Senior Phase Benchmarking Toolkit for schools
- Adult Learning in Scotland Statement of Ambition
- Scottish Enterprise Business Plan 2014/17
- Scottish Enterprise's 2013-2014 Activity Report for Perth and Kinross
- Business Gateway's 2013/14 review of activities and outcomes and 2014/15 objectives.
- The revised draft Outcome Delivery Action Plan
- Perth College UHI's contribution to our SOA objectives
- The Commission for Developing Scotland's Young Workforce
- Draft Schools Enterprise & Employability Strategy
- Community Learning and Development (Scotland) Regulations 2013

### **Key achievements during May to October 2014**

- The development of 6 locality action plans for Community Learning and Development and the ongoing development of local targets for ESOL, adult learning and youth awards. These local plans accompanied by detailed locality profiles, will provide baseline data to inform actions, interventions and the allocation of resources. Along with the Community Plan/SOA these locality plans will inform the development of a new Community Learning and Development Plan.
- Mapping of current volunteer opportunities across Perth and Kinross, with a total of 358 available and advertised on Volunteer Scotland.
- The development and implementation of a Marketing Plan for Invest in Perth, including the recruitment of new Ambassadors for Perth and the launch of the Ambassadors programme.
- An increase in the numbers of new start businesses supported by the Business Gateway across the area (from 264 in 2012/13 to 314 in 2013/14 a rise of 19%)
- Within Crieff support has been provided to a local group to take forward a potential Business Improvement District for the town.
- Working with the City Development Board to re-shape a more ambitious vision for Perth.
- The development of a new on-line creative platform for Perthshire [www.perthshirecreates.co.uk](http://www.perthshirecreates.co.uk)

- The deployment of Wi-Fi in key public buildings within Perth.
- The creation of a newly serviced Perth Food and Drink Park to support both indigenous company growth and to attract new companies to the area.
- The development of an enhanced events programme including successful events to mark the Commonwealth Queens Baton relay in the summer, and the delivery of a programme of events and business support around the recent Ryder Cup at Gleneagles.
- The HUB employability project relocated to a larger refurbished unit, which has increased its capacity to support additional unemployed clients. To date it has now supported 1385 clients, with 746 of these securing employment.

### **Areas for improvement**

The group have identified a number of new joint work areas within the Outcome Delivery Plan, and recognise that a number of short life working groups will be required to progress these new items. In addition, the partners have identified a need for an Employability Group to be re-established to review our Employability Strategy and Action Plan in light of an improving employment situation, and in response to the recommendations within the Wood Commission report.

### **Future actions and focus (November to April 2015)**

Key future actions over the next 6 months will include –

- Developing a local response to The Commission for developing Scotland's Young Workforce.
- The completion of a Schools Enterprise and Employability Strategy and Action Plan.
- The development of a CPP Employability pipeline ESF bid for the period 2015-2020.
- The development of a draft Perth and Kinross Community Learning and Development Plan.
- The development of a Smart Perth and Kinross Strategy and Action Plan in conjunction with the Scottish Cities Alliance.
- A development day for the Local Social Economy Partnership.
- A partnership group will be created in the next 6 months to help develop a Volunteer marketing strategy for Perth and Kinross.

