



ECONOMY AND LIFELONG LEARNING GROUP

**COMMITTEE ROOM, FOURTH FLOOR, COUNCIL BUILDING, 2 HIGH STREET,
PERTH**

FRIDAY 30 MAY 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 30 May 2014 at 10.00am.

Present: Councillors J Kellas and G Walker, both Perth and Kinross Council; J Hunter, Skills Development Scotland; D Gourley, Perth College UHI; M Cairns, TACTRAN (substituting for E Guthrie); J Clarkson, VisitScotland; J Alexander (DWP (Perth Jobcentre Plus) (substituting for E Dawson); M Beale, Perthshire Chamber of Commerce; K McPherson, Voluntary Action Perthshire; A Burnett, Enterprise North East Trust/Business Gateway (substituting for G McEwan) and G Ballie, Scottish Enterprise.

In Attendance: L Dye, Voluntary Action Perthshire; J Valentine, D Littlejohn, A Seggie and S Merone (all the Environment Service); P McAvoy, J Devine, J Allan, D Stokoe and P Rodger (all Education and Children's Services); Y Oliver (Chief Executive's Service).

Apologies: Councillor A Livingstone, Perth and Kinross Council; E Dawson, Jobcentre Plus; Dr R Dockrell, University of Stirling; E Guthrie, TACTRAN; G MacEwan, Federation of Small Businesses; S Pengelley, Morrisons Academy and G McEwan, Enterprise North East Trust/Business Gateway.

Councillor J Kellas, Presiding.

1. WELCOME AND APOLOGIES

Councillor J Kellas welcomed everyone to the meeting and apologies were noted as above.

2. DECLARATIONS OF INTEREST

There were no Declarations of Interest made in terms of the relevant Codes of Conduct.

3. MINUTE OF PREVIOUS MEETING

The minute of meeting of the Economy and Lifelong Learning Group of 14 March 2014 was submitted and approved as a correct record.

4. MATTERS ARISING

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

5. ECONOMY AND LIFELONG LEARNING GROUP OUTCOME DELIVERY PLAN – DRAFT

Members were advised that, since the Group last met on 14 March 2014, two workshops had been held, one on 27 March 2014 and the other on 2 May 2014 to which partners had contributed. A workshop had also been held on 16 May 2014 with a smaller Sub-Group.

The Draft Economy and Lifelong Learning Group Outcome Delivery Plan (ODP) had been presented to, and received favourably by, the Community Planning Partnership (CPP) at its meeting on Friday 23 May 2014. The ODP draws together a framework for joint partnership action in Perth and Kinross at all levels. It also recognises that there are already in place comprehensive action plans at both a City level and for employability actions with the implementation of both these plans supporting the delivery of the CPP Economy and Lifelong Learning outcomes.

In order to meet the Strategic Objectives, the E&LL Group is required, through its ODP, to develop actions which will help to both take advantage of opportunities available in terms of a projected growing population, and the benefits accruing via City Status, whilst at the same time addressing the underlying weaknesses in the local economy.

D Littlejohn, Head of Planning and Regeneration, Perth and Kinross Council, reminded members that the ODP sits underneath the Community Plan and Single Outcome Agreement and, as the Group had signed up to a number of outcomes, the two documents should be considered together.

The Outcome Delivery Group noted that the Outcome Delivery Plan would be issued to all partners who would then be required to provide feedback to A Seggie, Enterprise Manager - Planning and Regeneration, Perth and Kinross Council no later than 20 June 2014.

(i) Rural Perth and Kinross LEADER Draft Local Development Strategy

S Merone, External Funding Manager, The Environment Service, Perth and Kinross Council provided the Group with a slide based presentation

on the Rural Perth and Kinross LEADER Draft Local Development Strategy. Members were advised that the Local Action Group (LAG) is driving the development and implementation of the Local Development Strategy (LDS). The LAG membership is made up of private and voluntary organisations, as well as public organisations and covers all of Perth and Kinross with the exception of Perth City, Scone and the Cairngorms National Park (although he advised that the LAG needed to be careful to avoid boundary issues).

The main challenge for rural Perth and Kinross is to focus on its strengths of a relatively affluent rural area as well as reducing the existing divide between individuals, organisations and communities and the LDS should support the rural communities to rise to that challenge. Its overall aim is to support individuals, organisations and communities in rural Perth and Kinross to be stronger, more confident and inclusive to lead or contribute to local economic and community development.

The LDS has set out 2 strategic objectives:

- (i) Promoting a prosperous, inclusive and sustainable economy; and
- (ii) Creating a safe and sustainable place for future generations

leading to the delivery of 4 local outcomes:

- (i) Thriving, expanding economy;
- (ii) Employment opportunities for all;
- (iii) Attractive, welcoming environment; and
- (iv) Resilient, responsible and safe communities.

Members noted that the Draft Local Development Strategy had been submitted to the Scottish Government and had received positive feedback:

- (i) Good detailed socio-economic analysis including economic sector analysis;
- (ii) Welcome chapter devoted to partnership and engagement during LDS development and use of Voice (an easy-to-use website builder available free of charge to all community, not-for-profit and voluntary organisations);
- (iii) A comprehensive first draft

It was noted, however, that more work was required on monitoring and evaluation, communication and more information to demonstrate rationale for interventions.

The next steps are:

- (i) Submission of draft Business Plan by 31 July 2014;
- (ii) Final LDS including Business Plan by 30 September 2014;
- (iii) Approval of final LDS by Scottish Government by November 2014;
- (iv) Programme starts in January 2015.

In conclusion, S Merone advised that the Scottish Government has indicated a minimum of £2m which could be matched by other local sources (£58m available for 21 LAGS) although the target for rural Perth and Kinross is £3m from SG/EU and an overall LDS budget of £5m.

D Littlejohn congratulated S Merone and the Local Action Group for reaching this stage, advising that LEADER is one of the best tools Perth and Kinross Council has.

The Convener thanked S Merone for providing the informative presentation to the Group.

6. NATIONAL BENCHMARKING TOOLKIT

J Devine, Quality Improvement Officer, Education and Children's Services, Perth and Kinross Council, provided the Group with a slide based presentation on INSIGHT (The Senior Phase Benchmarking Tool) which is a national benchmarking toolkit, measuring school performance.

The Group was advised that, previously, the measurements had been based on 3 'key performance indicators':

1. 1 or more Advanced Higher
2. 3 or more Highers
3. English and Maths at Access 3

With effect from August 2014, STACs (Standard Tables and Charts) will be replaced by the 'INSIGHT' tool, with the Key Performance Indicators being replaced by 4 key measures:

1. Improving attainment in literacy and numeracy
2. Improving attainment for all
3. Tackling disadvantage
4. Increasing post-school participation

The key features of SPBT (self-evaluation, professional reflection and benchmarking purposes tool) are:

1. Will go 'beyond SQA' by including a wider range of SCQF (Scottish Credit and Qualifications Framework) credit-rated awards and programmes in its calculations
2. Will measure 'at point of exit'
3. Data can be analysed by various criteria e.g. SIMD (Scottish Index of Multiple Deprivation); LAC (Looked After Children); Gender.

P McEvoy advised the Group of a system called "PISA" – Program for International Student Assessment which measures 15 year old students' reading, mathematics and science literacy, as well as measuring general or cross-curricular competencies, such as problem solving. It emphasises functional skills

that students have acquired as they near the end of compulsory schooling. PISA is co-ordinated by the Organisation for Economic Co-operation and Development (OECD).

It was agreed that P McEvoy would bring the latest PISA results to a future meeting of the Group.

The Convener thanked J Devine for providing the Group with an informative presentation.

7. ADULT LEARNING IN SCOTLAND STATEMENT OF AMBITION

P Rodger, Adult and Family Learning Co-ordinator, Education and Children's Services, Perth and Kinross Council, provided the Group with a slide based presentation on Adult Learning in Scotland Statement of Ambition which is centred on three core principles:

- Adult learning is **lifelong** beginning in the Early Years, supported by Curriculum for Excellence and covering the whole age span of post-compulsory education.
- Adult learning is **life-wide**. It covers the personal, work, family and community aspects of living.
- Adult learning is **essential** to enable and encourage adults in Scotland to acquire the knowledge, skills and confidence necessary to play an active and productive role, both personally and societally.

The ambitions are that:

- Scotland becomes recognised globally as the most creative and engaged learning society.
- Every adult in Scotland will have the right to access learning to meet their educational needs and their aspirations.
- Adult learning in Scotland and the outcomes that learners achieve will be world-leading.

The next stage in achieving these ambitions is to put in place a strategic implementation plan that encourages innovation and leads the way for adult learners.

The Convener extended his thanks to P Rodger on behalf of the Group for providing an informative presentation.

8. SCOTTISH ENTERPRISE:

G Ballie, Scottish Enterprise addressed the Group as follows:

(i) Business Plan 2014/17

There was submitted Scottish Enterprise's 2014-2017 Business Plan 2014/17 (G/14/160) which recognises that Scotland needs to engage and succeed on an international level to achieve strong and sustainable economic growth. In 2014-15 it will invest £330.3m in the Scottish Economy in the following five operational priorities which have an international theme throughout:

- **Growth Companies** – greater emphasis on building the international capacity of companies
- **Innovation** – focus on product development and market opportunities particularly in international markets
- **Internationalisation** – embed this across all work as part of fostering a global mindset in Scotland
- **Low Carbon** – support Scottish companies and sectors to identify and access international low carbon markets
- **Renewables** - build on the advantages Scotland has in Offshore renewables

(ii) Perth and Kinross 2013-2014 Local Activity Report

There was submitted Scottish Enterprise's 2013-2014 Activity Report for Perth and Kinross (G/14/161) detailing their involvement in various companies, both nationally and in the Perth and Kinross area. G Ballie advised that, as the data for the past three years was now available, she would bring these figures to a future meeting of the Group.

Members were advised that Scottish Enterprise continues to work closely with Perth and Kinross Council to explore opportunities for joint working particularly in tourism, food and drink and the renewables sectors.

Through the Perth and Kinross Community Planning Partnership Scottish Enterprise is focused on supporting businesses with growth potential and the number of account managed companies has increased over the last year.

In conclusion, G Ballie advised that, at the start of this year, there were 14,695 'business ready' companies registered on the Business Portal with 432 of the 594 contracts awarded so far going to Scottish companies, with substantial opportunities still to come.

9. BUSINESS GATEWAY – REVIEW OF 2013/14 AND 2014/15 TARGETS

A Burnett, Director of Operations, Enterprise North East Trust provided the Group with a slide based presentation on Business Gateway's 2013/14 review and 2014/15 objectives.

Members were advised that, traditionally, hubs had tended to be located in larger cities. However, Perth and Kinross has been particularly buoyant over the last 12 months with a large interest being shown in business start-ups. There had been 801 actual new business start-ups in Tayside with 314 of these being located in Perth and Kinross. This had been a 12% increase in start-up figures from 2010/11.

A very successful Perth and Kinross Business and Enterprise Month 2013 had been held in November 2013 involving Perth and Kinross Council, Perthshire Chamber of Commerce, Enterprise North East Trust, Federation of Small Business, Business Gateway and Perth College, Centre for Enterprise where an innovative and exciting programme of events was held, the vast majority of which were free.

Business Gateway had recently introduced an HR advisory and training service where expert help was available. They also had social media 1-2-1's and a new Perth and Kinross Business Gateway website (www.bgateway.com/local-offices/perth-and-kinross)

It was noted that an Enterprise Co-ordinator for Tayside had been appointed and their remit included:

- (i) mapping out the Enterprise Network;
- (ii) co-ordinating, promoting and organising events to improve awareness and utilisation of local activities and initiatives; and
- (iii) support enterprise in education.

Councillor Kellas commented he had recently attended an "Angel's Share" event which is service managed and delivered by The Business Growth Team which is part of The Enterprise Team at Perth and Kinross Council. He was concerned, however, that the Angel's Share may be shelved due to insufficient interest being shown by businesses. G Ballie, Scottish Enterprise, advised she will take this forward and report back to a future meeting of the Economy and Lifelong Learning Group.

10. ANY OTHER COMPETENT BUSINESS

- (i) J Alexander, Department for Work and Pensions, advised that JobCentre Plus had recently been modernising its services, involving digitalisation of the Perth and Blairgowrie offices. She advised she would extend an invitation to all small businesses to visit the premises and report back on the outcome to a future meeting of the Economy and Lifelong Learning Group.
- (ii) J Clarkson, VisitScotland, agreed to provide a presentation to the next meeting of the Group.

11. DATE OF NEXT MEETING

It was noted that the date of the next Economy and Lifelong Learning Group was Friday 19 September 2014 at 10am in Room 410, Council Building, 2 High Street, Perth.