



ECONOMY AND LIFELONG LEARNING GROUP

HAY ROOM, DEWARS CENTRE, GLOVER STREET, PERTH

FRIDAY 11 DECEMBER 2015 – 11.00AM

Minute of meeting of the Community Planning Economy and Lifelong Learning Group held in the Hay Room, Dewar's Centre, Glover Street, Perth on Friday 11 December 2015 at 11.00am.

Present: Councillors J Kellas, A Livingstone and G Walker; K Bazley, Scottish Enterprise (substituting for G Ballie); B Farrell, Kilgraston School; D Gourley, Perth College UHI; E Guthrie, TACTRAN; J Hunter, Skills Development Scotland (substituting for G McEwan); C Lamont, Perth & Kinross CHP, NHS Tayside (substituting for J Flynn); J Kerr and M Lock, PKAVS (substituting for K McPherson); A Burnett, Elevator/Business Gateway; J Alexander, Jobcentre Plus (substituting for M Cambridge).

In Attendance: J Valentine, D Littlejohn; P McAvoy, D Stokoe, L Brown and Y Oliver (all Perth and Kinross Council).

Apologies: G Ballie, Scottish Enterprise; M Beale, Perthshire Chamber of Commerce; J Clarkson, VisitScotland; E Boyd, Jobcentre Plus; J Dernie, Perth & Kinross CHP, NHS Tayside; G MacEwan, Federation of Small Businesses 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 11 September 2015 was submitted and approved as a correct record.

4. MATTERS ARISING

(i) Community Learning Development Regulations (Item 6 refers)

D Stokoe, Service Manager (Communities) (Perth and Kinross Council) advised that an update on the draft action plan would be provided to a future meeting of the Group (**Action: D Stokoe**).

(ii) City Plan (Item 7 refers)

It was noted that the Perth City Plan was progressing well. There had been no major issues following consultation and a report would be submitted to the meeting of Perth and Kinross Council being held on 24 February 2016. The Plan would then be presented to the Perth City Development Board and the Economy and Lifelong Learning Group at the appropriate time (**Action: D Littlejohn**).

5. ECONOMY AND LIFELONG LEARNING GROUP OUTCOME DELIVERY PLAN – OCTOBER 2015

There was submitted the updated Economy and Lifelong Learning Group Outcome Delivery Plan – October 2015 (G/15/281). D Stokoe thanked all contributors for their input to the Plan, which was part of the 6-monthly update.

Progress on the ODP was reviewed, with a particular focus on actions requiring further work to define the action, target and deadline. Actions with a red RAG (Red, Amber, Green rating system) were also highlighted and positive discussions took place to ensure remedial action was taken to rectify these.

Discussion took place as follows:

The Convener advised that the focus should be on developing more business land – Perth was a very good place to invest. Very positive messages were coming across and positive actions were taking place through the Leadership Board. There was also investment in St Catherine's Retail Park in an attempt to get Perth back into the hub of activity.

D Littlejohn advised that with regard to tourism, VisitScotland has indicated that 70% of accommodation providers in Perth and Kinross are able to take online bookings compared to the national average of 40%.

The Convener also pointed out that the local unemployment rate is approaching half the national average and there is an attempt to close the differential in wages. These are both positive actions. It is imperative that the right messages are getting across which then encourages more people and more businesses to invest.

A Burnett, Elevator/Business Gateway advised the Group that Scottish Enterprise had developed a National Digital Engagement Training Programme. The Business Gateway webpages would be advertising training dates which would involve high quality training and workshops which were free to attend.

It was also noted that Perth and Kinross had a good rate of “start-up” businesses which had increased over the last year.

Strategic Objective: Developing educated, responsible and informed citizens

P McAvoy, Head of Education, Secondary and Inclusion, Perth and Kinross Council addressed the Group with regard to Key Milestone/Action 3 – Create a “Schools Enterprise and Employability” policy, etc.

He advised that 2015/16 was a year of change, allowing schools to take stock of what they have. He would provide an update on this, which would also include the “Closing the Gap” agenda at the next meeting of the Group **(Action: P McAvoy)**.

P McAvoy also informed members of a programme entitled “ACORN” which was the development of vocational courses. Phase 1 was complete and Phase 2 would be completed by Christmas. A presentation would be given to the Lifelong Learning Group in January with a report going to the Lifelong Learning Committee in March. **(Action: P McAvoy)**.

The Group was advised that developments were taking place with Perth College regarding these training courses with a lot of good work, both strategic and planning being taken at school level too.

Following a query from Councillor A Livingstone regarding business engagement with schools, members were advised that there is an expectation that employees themselves would take this forward with the Chamber of Commerce and Perth and Kinross Council now involved.

P McAvoy advised the Group that the Scottish Parent Teacher Council had invited Perth and Kinross Council to take part in a pilot programme which would encourage parents who have business experience to get involved. **(Action: P McAvoy)**

With regard to Key Milestone/Action 7 – Develop a Perth and Kinross Community Learning and Development Plan in response to the Requirements for Community Learning and Development (Scotland) Regulations 2013, it was noted that this would be ready in March 2016. **(Action: D Stokoe)**

The Convener stressed it was really important that the action plan is studied and continuously updated, with a focus on where the Group were going. It was also important that the public should be made aware of all the positive things that are taking place.

Strategic Objective: Promoting a Prosperous, Inclusive and Sustainable Economy

D Littlejohn, Head of Planning and Development, (Perth and Kinross Council), advised the Group that, in relation to Invest In Perth, inward investment is a long haul requiring a lot of input from others, e.g. the Perth Ambassador Programme.

The Convener updated members on a recent showcase event he had attended at Gleneagles. This had been directed at the food and drink industry and had resulted in 1,400 face to face meetings with over 100 companies represented, which also included overseas representation.

It was noted that the Business Month had taken place in November and had gone very well. Hosted by a partnership of business support organisations, it helps businesses throughout Perth and Kinross with a range of events offering seminars and networking opportunities. Events are free and take place in venues throughout Perth and Kinross.

Whilst there had been a reduced number of events, the focus had been on relevant, key events and what businesses were looking for. It was suggested that much more use should be made of social media. Attendance numbers had been on a par with 2014 – an update would be provided to the next meeting of the Group. **(Action: D Littlejohn)**

The Convener advised that exporting was a real opportunity in Perth and Kinross and suggested this topic be included in the next Business Month.

With regard to Key Milestone/Action 23 – Develop a Rural Perth & Kinross LEADER Local Development Strategy and programme, it was noted that LEADER funding had been confirmed and a co-ordinator appointed. A formal launch would take place in January/February next year.

With regard to Key Milestone/Action 25 – Ensure Perth and Kinross residents can access job opportunities outside the area, etc, it was noted that the direction of travel was moving towards prosperity and developing skills of the workforce. An update would be brought to the next meeting of the Group. **(Action – D Littlejohn)**

With regard to Key Milestone/Action 27 – Promoting Car share & Travel info, E Guthrie, TACTRAN, advised that TACTRAN was actively engaging with businesses regarding carbon reduction.

6. TEST TOWN – PROGRESS UPDATE

L Brown, City Centre Manager, Economic Development, (Perth and Kinross Council), provided the Group with an update on Test Town.

The Group was advised that Test Town 2015 is a project funded and run by the Carnegie UK Trust with Perth being one of 10 towns and cities chosen to run a Test Town competition in 2015. 38 applications were received and 7 finalists selected. Support was provided by the City Centre team and the Business Development Team and there was measurable ongoing economic impact from Test Town:

- 2 finalists are currently seeking premises within Perth
- 2 finalists are currently seeking larger premises
- 1 is being supported by a local mentor
- 2 finalists are now part of the Council event supply chain

It was noted that, due to the success of Test Town this year, Perth and Kinross Council will be looking at continuing to support pop up shop opportunities in the City Centre and are exploring opportunities to work with non-retail spaces such as the City Base to provide opportunities for office and meeting space to new and existing businesses.

7. LOCAL SOCIAL ECONOMY PARTNERSHIP UPDATE

There was submitted a report by K MacPherson, Social Enterprise Development Officer, PKAVS Third Sector & Volunteering Hub (G/15/282) updating the Group on the review of the Local Social Economy Partnership in Perth and Kinross.

J Kerr, substituting for K MacPherson, advised the Group that PKAVS third Sector & Volunteering Hub has seen a regular increase in requests for support from new and existing social entrepreneurs over the past 3 years. It had become clear that there was a desire to establish a Local Social Enterprise Network (LSEN) as the way forward for developing and encouraging the growth of social economy in Perth and Kinross.

The inaugural meeting of the Perth & Kinross Social Enterprise Network (PKSEN) took place in June 2015 with monthly meetings taking place since then. Currently the group is working on marketing material not only to promote PKSEN itself but also to raise awareness and promote the benefits of trading through Social Enterprise activities.

As the PKSEN becomes established, it will take on the lead for developing the sector locally. Currently, there are over ninety socially enterprising organisations recorded in the Perth & Kinross Social Enterprise Directory. Thirteen of these organisations have already signed up to PKSEN.

Resolved:

- (i) The Economy and Lifelong Learning Outcome Delivery Group noted the establishment, development and initial progress of the Perth & Kinross Social Enterprise Network as a leadership group for social enterprise development in Perth & Kinross.
- (ii) Partners will continue their commitments, within the resources available, to offer professional development support to social enterprises through the Network.
- (iii) The Economy and Lifelong Learning Outcome Delivery Group be requested to offer a seat on the Group to a representative member of the PKSEN (**Action: Y Oliver**)

8. JOINT RESOURCING – PROGRESS UPDATE

D Stokoe, Services Manager (Communities) provided a verbal update on the Joint Resourcing pilot in Blairgowrie and Rattray, the aim of which was to look at potential for service re-alignment to individuals and families who were currently seeking employment, education or training. The Working Group has identified a set of priorities from the business case:

- Less duplication, recognising where an element of choice is needed
- Streamlined services with clear roles and responsibilities

- Clear and consistent referrals and case management
- Co-location of services
- Shared approach to engaging with employers
- Access to IT and support to use it

A workshop had been held in Rattray in November for practitioners delivering services in the area. 23 individuals attended from 15 different services and organisations. Following this event, the action plan has now been circulated to those who attended the event, for further comment, and the Working Group is due to meet again before Christmas to take forward the actions.

9. EUROPEAN SOCIAL FUND – UPDATE ON BID PROGRESS

D Stokoe gave a verbal update on behalf of S Merone, Investment Manager (Environment Service), Perth and Kinross Council, on the European Social Fund (ESF) Employability Pipeline bids.

2 Strategic Interventions applications have been made to the Scottish Government: one focusing on developing a pipeline of service delivery ranging from engaging those furthest from the job market, to supporting people already in work to upskill and one focusing on social poverty and inclusion. If successful a detailed 'operations' application will need to be made by 31 January 2016, with a decision being made in February 2016. Activities would be able to start from that point.

A Programme Management Office to support delivery and ensure that compliance requirements are met is also being established. A Board including CPP partners has been set up and is being briefed on progress. The Board has reviewed strategic interventions and will decide priorities and monitor performance. A meeting is planned for Jan/Feb 16, and potential delivery agents have been kept informed of progress.

10. ANY OTHER COMPETENT BUSINESS

There was no other competent business at this time.

11. DATES OF FUTURE MEETINGS

The following meeting dates were noted (although these may be subject to change):

Friday 5 February 2016 – 11.00am
 Friday 6 May 2016 – 11.00am
 Friday 23 September 2016 – 11.00am
 Friday 9 December 2016 – 11.00am