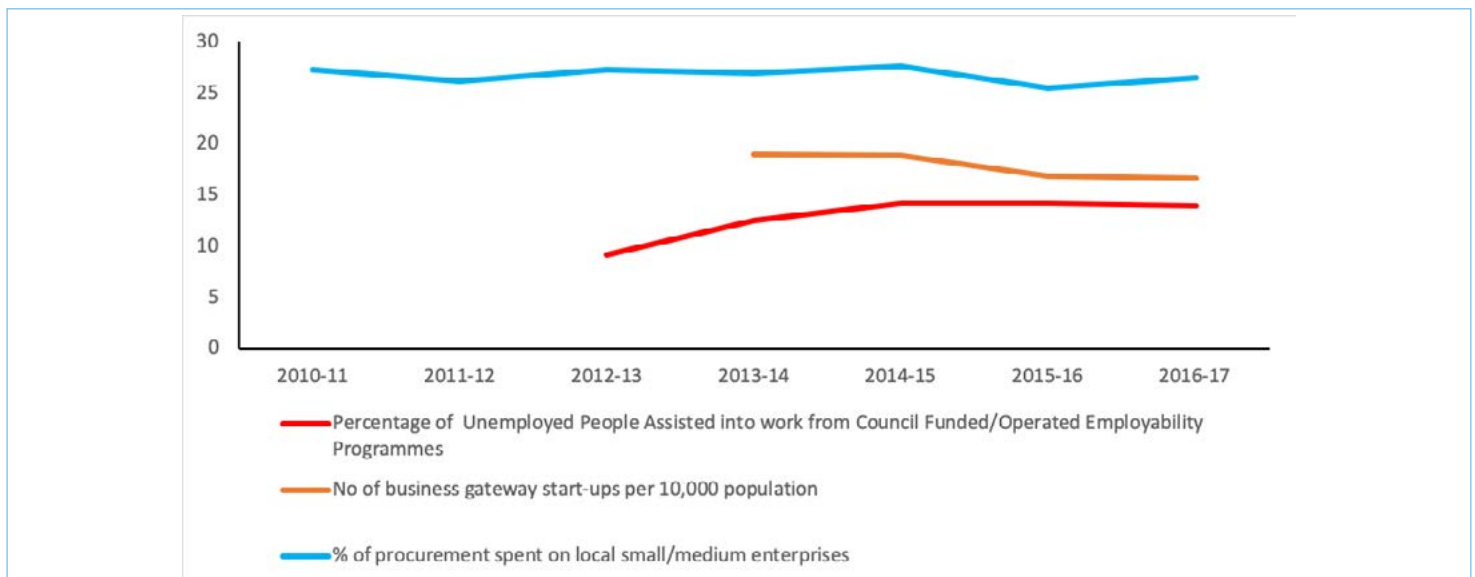


Economic Development Briefing, November 2018

Investing in economic development and employment opportunities results not just in a positive economic outcome, but can typically also lead to improvements across a wider range of social outcomes and reductions in demand for public services.

In 2016/17, the Scotland average for the percentage of unemployed people assisted into work from council funded/operated employability programmes was 14.0% of total unemployed. This reflects an increase from 9.1% in 2012/13, however a very small reduction over the past 12 months. This recent trend may reflect a number of factors, including: the continuing focus on getting more long term workless people into work and the welfare changes that require these cohorts to undertake job search activities; the reduction in national funding for wage subsidy schemes; and improvements in the labour market that have removed some of the easier to assist persons from worklessness and left a residual group of harder to assist clients facing multiple barriers to employment who take longer to progress into work.

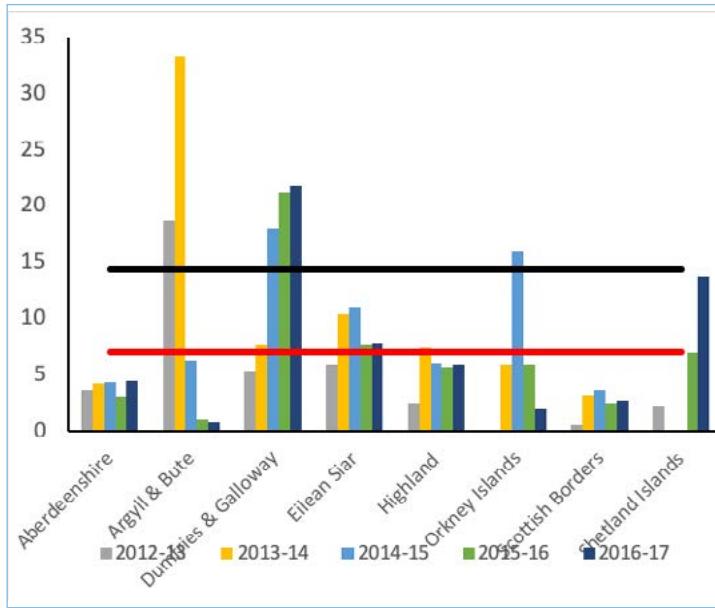
National Trends Graph



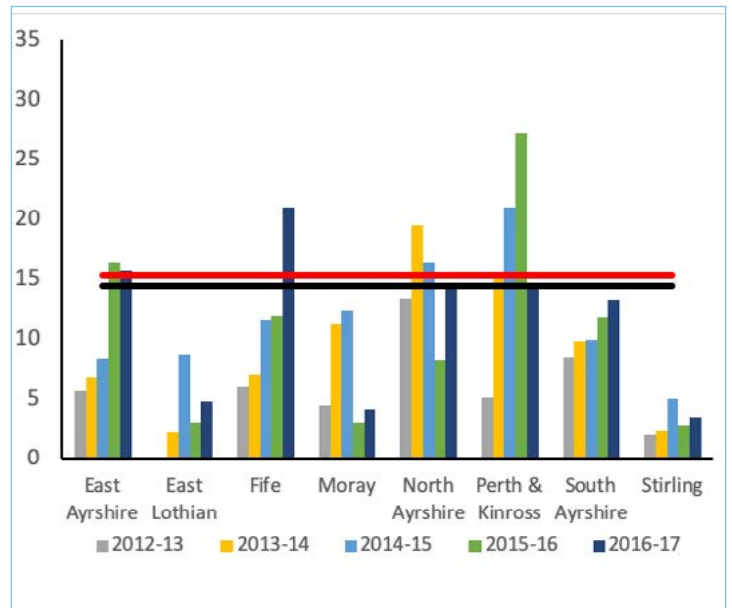
There is a considerable range across councils, from 0.9% to 27.1%, with lower rates for the least deprived councils (6.31%, compared to 16.1% in the most deprived), and for rural authorities (6.00%, compared to 14.95% in urban authorities).

Percentage of unemployed assisted into work (FG)

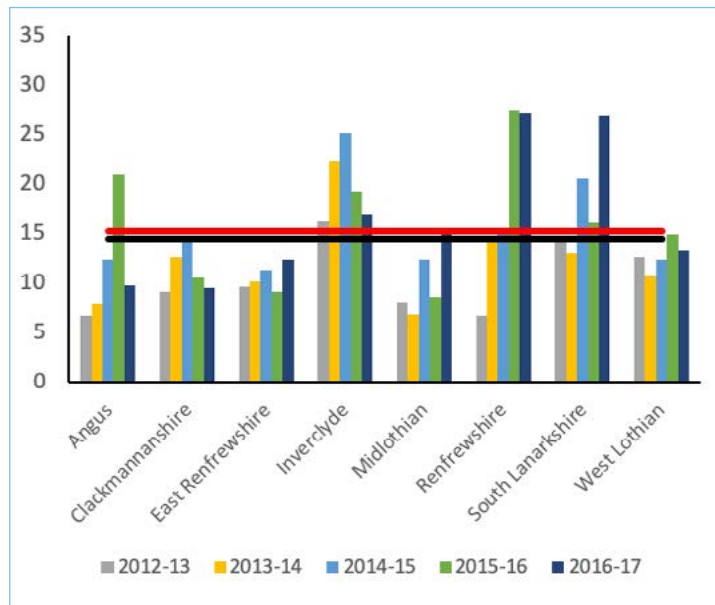
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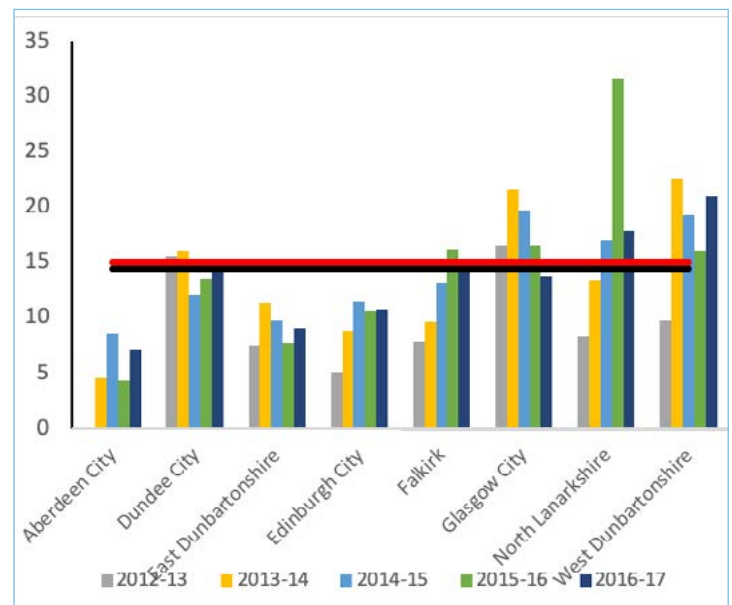
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Family Group 3



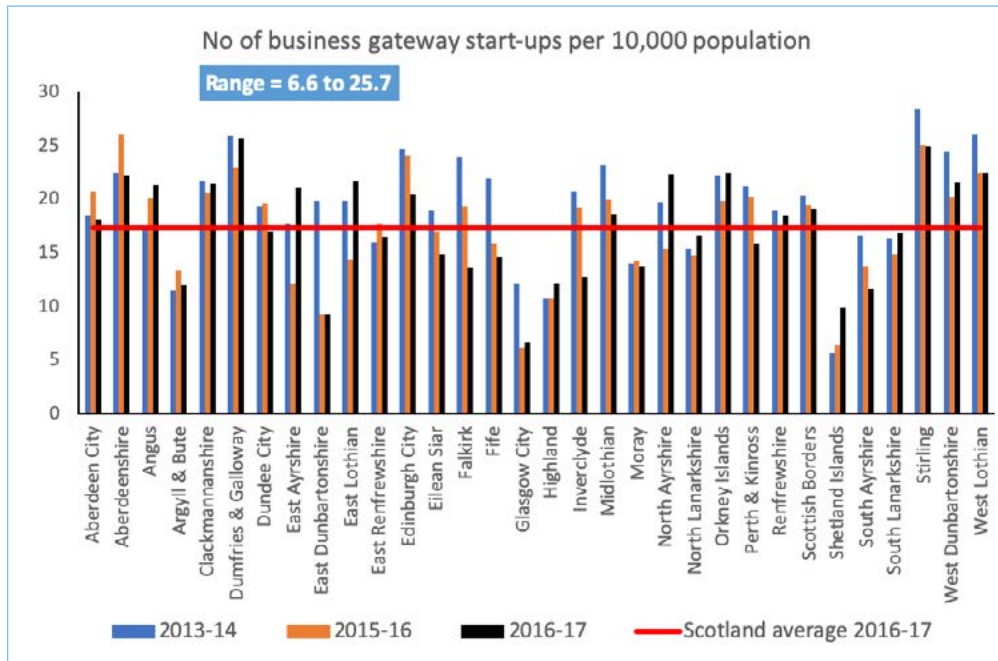
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The start-up rate has reduced since 2013/14 from 19 to 16.6 in 2016/17. This may reflect a longer term strategic decision by some Business Gateway areas to focus a higher proportion of resources on supporting the growth and development of existing businesses as opposed to business start-ups. In areas where start-up numbers are good this may have greater job creating potential.

Number Of Business Gateway Startups Variation

Number of Business Gateway Start-ups per 10,000 Population

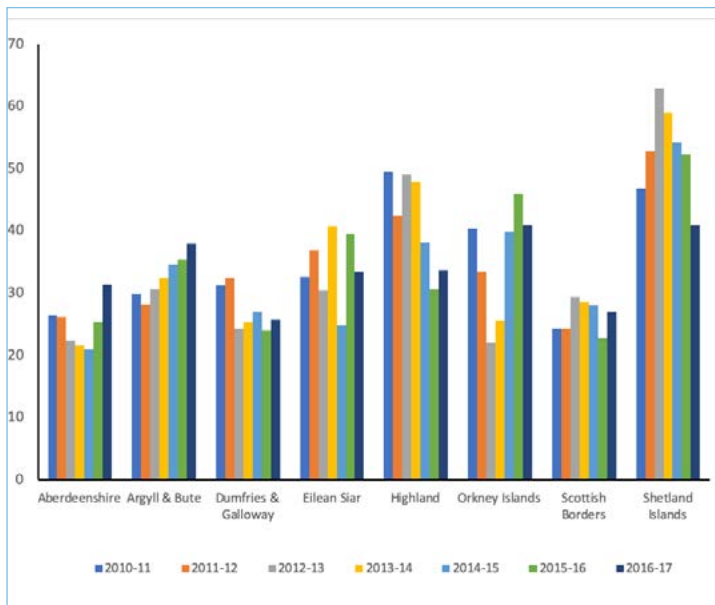


In 2016/17, the percentage of procurement spend on local small/medium enterprises was 20.3%, only a very slight reduction from 21.2% in the base year, and reflecting a slight growth in the past two years.

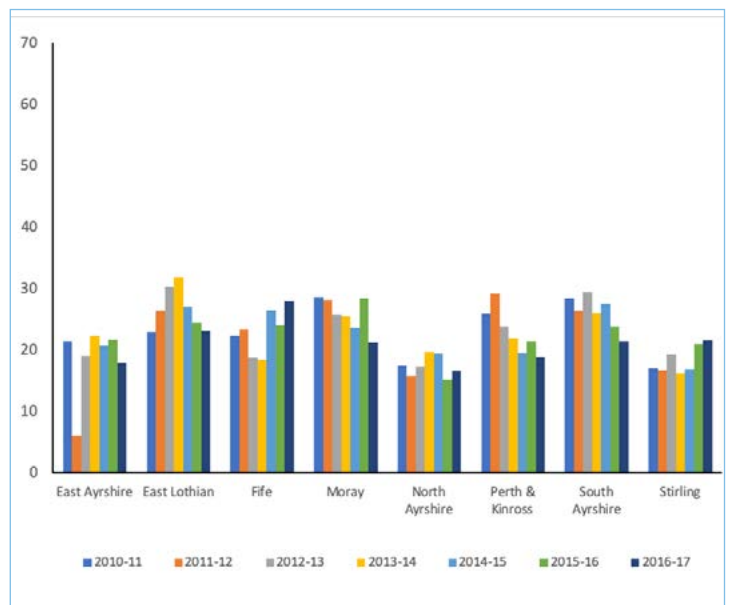
Given the pressures on council budgets this is a positive outcome as it suggests that the drive to reduce costs has not resulted in local SMEs being displaced by larger national suppliers of goods and services.

Percentage of Procurement Spend on Local Small/Medium Enterprises (FG)

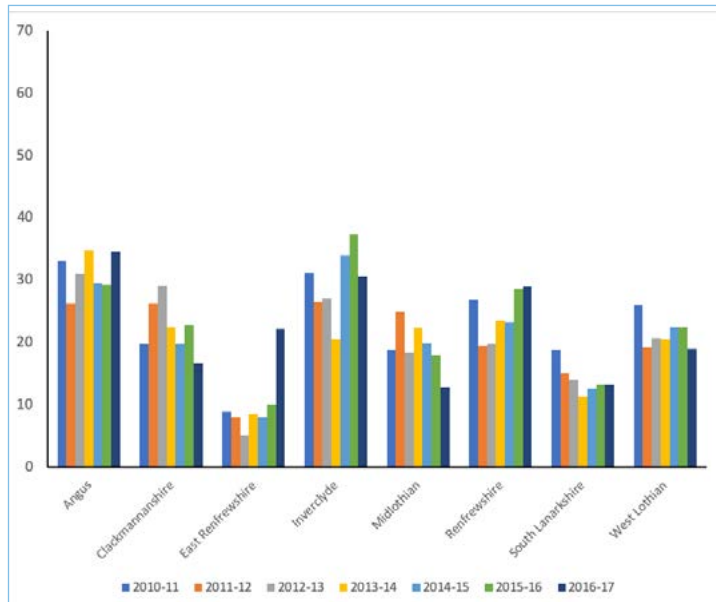
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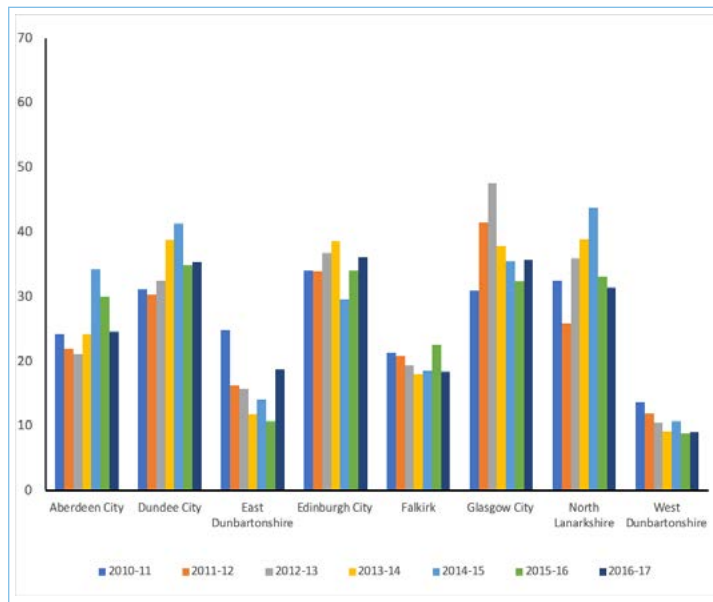
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Family Group 3



Family Group 4



Learning from the November 2018 Benchmarking Event

Wider strategic directions mean there has never been a more challenging time across the sector- for example challenges and questions around Brexit, the broader policy context around the Skills Review and Regional Partnerships, and the state of public sector finances. The expansion of early years provision was of interest to all councils as this will create a range of jobs and growth opportunities for the local economy, especially for targeted groups (for example women and the older unemployed) and school leavers looking to move onto positive destinations. Understanding what works and fostering the opportunity to share practice and learning is increasingly critically important. As a non-statutory service, the sector welcomes stronger coverage of Economic Development in the LGBF, as this will support efforts to drive improvement and impact across the sector.

Examples of approaches

General:

- Some council areas at early stages of providing support for the creative sector
- Regional approaches (e.g. City Region areas) would avoid duplication and competition
- Creative industries can lack confidence in their businesses, and it's important that support should be available for the business elements such as funding applications, business planning etc.
- Improve access to entrepreneurship as a viable alternative to employment, particularly in the education sector

Overview

- Total growth forecast 1% p.a. for Scottish Economy for next 5 years (Scottish Fiscal Commission May 2018)

It is important against a backdrop of modest national growth, economic uncertainty caused by Brexit, declining budgets and fluctuating staffing levels that we prioritise sectors with resilience and growth potential and that we come up with interventions that are effective in generating spend, growing businesses and creating employment opportunities. Creative Industries in Scotland number over 15,000 and employ almost 80,000 people. This diverse sector is made up of sixteen distinct sub-groups which encompass skills across a wide range of disciplines, and cover a breadth of experience, from those entering the workforce for the first time up to experienced specialists.

Attracting

Companies in Scotland should work together to attract creative industries and talent, and offer viable competition to other creative hubs e.g. in London and Manchester. Essential to supporting creative business growth and sustainment is effective business support around funding applications, business plans, marketing, understanding the market etc. Business Gateway offers [free resources online](#) for those entering various creative industries, with business support also available locally.

South Lanarkshire are running an Accelerator programme in partnership with **North Lanarkshire** Council and Business Gateway. A local primary school has recently been converted into a business centre, with discussions underway regarding this site becoming a creative hub for the film screen sector.

Glasgow City council introduced [Film City Glasgow](#) following a three phase, £3.5 million redevelopment of Govan Town Hall. The facility is home to over 25 permanent tenants from the screen and wider creative industries, and offers production office space, studio/build space, workshop areas, rehearsal rooms, and space for creative business offices. The space offers low cost, flexible short-term space hire, adaptable to every project and budget, in a dynamic and synergetic environment for creative/media cross-fertilisation.

In **Dundee**, the City Deal has supported several creative ventures including Creative Exchange, Westward Works and Studios Dundee. Creative Exchange promotes the re-use of former premises; Westward Works is set up to regenerate the DC Thomson building to include an incubation space, location for creative events, and a studio space. Studios Dundee will provide an incubation space with a focus on the creatives, including shops, potential offices, and living accommodation for young entrepreneurial professional people. Ideally this will help Dundee to retain young creative graduates from Abertay and Dundee Universities.

Following on from an unsuccessful bid to build a film studio near Straiton, plans for a mixed-use film and TV studio development have been lodged with **Midlothian** Council for a site next to the Dalkeith Schools Campus. The proposal is for a mixed-use development comprising of studios including Workshops/Offices, Film Academy and associated Student Accommodation. If successful, this project will be a welcome jobs boost to Midlothian as well as providing a boost to the town of Dalkeith.

Angus are developing the curriculum from primary school onwards to develop skills which will support entrepreneurship, e.g. problem solving, creative thinking, presentation skills.

The next generation of computer games designers to emerge from **Dundee** are supported by the [Dare School Team Challenge](#). Hosted by University of Abertay Dundee, the competition pits teams drawn from 34 senior pupils from secondary schools in the city against each other to create the best computer game. The challenge gives S5 pupils an insight into teamwork and personal development as well as an overview of the skills required to develop a career in the city's burgeoning creative industries/digital media sector. Eligible pupils must be studying art and design, computing or information systems with the aim of continuing the subject in their final year at school.

West Lothian have a lot of industrial spaces with potential for redevelopment into film studios. The close proximity to Glasgow and Edinburgh will be highlighted as a key selling point when attracting creative business to the area.

[The Lighthouse](#), Scotland's Centre for Design and Architecture, is a visitor centre, exhibition space and events venue situated in the heart of Glasgow. It acts as a beacon for the creative industries in Scotland and promotes design and architecture through a vibrant programme of exhibitions and events. Creative Scotland/Architecture Design Scotland are based there.

Building on the momentum of Paisley's UK City of Culture 2021 bid, **Renfrewshire** have developed a Legacy Plan to continue the ambition to achieve the bid's original long-term aims to significantly grow Paisley's creative economy, transform its reputation, see the town recognised for its cultural excellence, lift communities out of poverty, and turn Paisley town centre into a vibrant destination. The council will continue to lead on delivering the following:

- the planned £100m-plus investment in venues and infrastructure, including the £42m project under way to turn Paisley Museum into an international-class visitor destination, major internal revamps to transform Paisley Town Hall and Arts Centre, upgrading the sporting facilities at St James Playing Fields and creating new space for outdoor events and festivals, a new library on the High Street, and improvements to the town centre streetscape and road system;
- a new Paisley destination brand and website to build on the national and international profile created by the bid and promote the area as an attractive place to visit, live and invest;
- an enhanced cultural events and festivals programme over the next four years to deliver the best of what was planned for 2021, attract visitors to Paisley, and strengthen the local cultural sector;
- plans will also be developed to grow the area's creative economy through a new apprenticeship programme, support for creative businesses and a new volunteer strategy.

Renfrewshire Council introduced their accelerator programme called InCube. InCube is Invest in Renfrewshire's new business programme for launching and growing creative retail businesses. InCube aims to launch and grow as many as 20 young creative businesses within Renfrewshire every year. The programme began in 2015. InCube business base is located on Paisley high street. The main reason for choosing the high street for its premises is to encourage regeneration. Anyone thinking of starting a business can access InCube. The programme is currently running its 5th cohort. Groups are kept quite small. Creative businesses compete to gain a place on the programme. The application process consists of an application form and then an opportunity for businesses to pitch their ideas. In their pitch

business are asked to talk about the ways the programme can support them, how the business can support the economy and the high street etc.

InCube offers various support such as:

1. One to one mentoring and coaching
2. Space for businesses' products to be sold at the InCube shop. This gives businesses the opportunity to sell their product or products, to see what people think of the products, both the good and the bad. If a product sells this is also an opportunity for businesses' to then see if they can fulfil and deliver orders on time.
3. E-commerce and branding – help with building a website and creating an online presence. This teaches businesses that they cannot solely rely on footfall only.
4. An opportunity to work collaboratively with other businesses.
5. Monthly action plans.

An example of a successful business is Paisley Pins (create brooches and jewellery) which are now sold in other places apart from InCube. Paisley Pins are made using materials such as anodised aluminium, laser cut acrylic & silver. The business has combined technology with traditional patterns to give a contemporary twist to their products.

Renfrewshire also mentioned Wasps (Workshop & Artists Studio Provision Scotland) which is a charity that provides affordable studios to support artists, arts organisations, and creative businesses. The charity currently houses about 800 artists and 33 organisations at 18 buildings across Scotland.

Growth

The number of start-ups in creative businesses in **Glasgow** have reduced significantly, although this is not seen as negative as quality is preferred over quantity.

In **Perth**, Creative Accelerator provides a 12-week journey of Business Growth alongside ambitious entrepreneurs immersed in the best training, guidance and support. It is based in Perth which is important, so local entrepreneurs don't feel like they have to move elsewhere and instead that there are opportunities here. The 12-week journey has the following components

- Validation
- Supporters
- Support panel
- The application process
- The journey
- Final showcase

Two phases so far – 1 complete, 1 currently underway. For each phase, there are around 14-16 participants (with around 60 applicants). It is free to access but requires significant commitment from entrepreneurs in terms of time commitment. The type of businesses so far includes: artists; design/innovation; photography; E-sports/gaming; marketing platforms. Key benefits so far include creation of 6 jobs, and attracted funds of £500k.

Renfrewshire have established sector-based work academies offering employability support tailored to creative industries. They have made significant investment in these and are currently looking at further technological offers (video link ups/mirroring). Also in **Renfrewshire**, The Lens develops intrapreneurship and the skills required to deliver sustainable impact within mission-driven organisations. This approach started with the voluntary sector and council, and helped provide training/ideas/tools to frontline workers to help them become entrepreneurs.

Collaboration and Partnership

Dundee growth deals are driving new approaches. It is no longer always about front line delivery by the council, but instead the council as enablers led by universities or other partners, with the drivers out in the communities.

Renfrewshire have a legacy action plan which is built on the involvement of 10 partners (leisure, voluntary, universities etc.) **Angus** Tourism Co-operative (ATC) has been established by a group of local businesses and organisations involved in the tourism sector in Angus. The ATC will work together to promote Angus as a visitor destination by promoting collaborative working between local businesses and organisations and identifying new opportunities for tourism. This approach is about getting businesses to step up and take responsibility and ownership for creating the environment for tourism to thrive. The council has invested in a tourism sector officer to help bring

businesses together. **West Lothian** have set up a business group to provide round table cross pollination and to put the onus back on businesses to support development. In **Glasgow**, Tontine supports the growth and impact of businesses in the creative sectors to encourage collaboration, innovation and high growth. Business Gateway operate out of there to provide support.

Digital

In **Midlothian**, Newbattle High School has been established as a digital centre of excellence. This year the council plan to create a creative industry centre of excellence, which will be a collaboration between the Council, industry and University of Edinburgh. **West Lothian's** new [Digital Transformation Strategy](#) highlights the importance of digital skills development, and the need to link up across the school and college system. It also highlights the importance of big data, and how this and digital approaches more generally can be the enablers to drive innovation in other sectors.

Other

Other industries using creative approaches:

Renfrewshire briefly touched on the Invest in Renfrewshire council programme, used to boost the local economy and tackle unemployment. Renfrewshire shared some of the initiatives within the programme;

1. Retail academy – targeted at young people with the aim to give them real qualifications and experience by working in a shop.
2. Sector academy – creatives working with people who are unemployed with the aim to encourage them to take on creative jobs.
3. Linking with businesses and asking them to give up some of their time to speak to young people. This may involve looking over CVs or sponsoring young people. In return young people learn more about the sector.

Midlothian have representation across creative industries, although not in one specific area. Our key areas are construction, life sciences, tourism and food/drink.

Renfrewshire -- City Deal -The Advanced Manufacturing Innovation District Scotland (AMIDS) will be an internationally recognised centre for innovation, research and manufacturing in Scotland's industrial heartland. Located at the centre of Scotland's largest labour catchment (1.7 million population within the Glasgow city region) and alongside established businesses such as Rolls Royce, Vascutek and Thermo Fisher, make AMIDS the ideal investment opportunity. It will be home to two new national innovation centres; the [National Manufacturing Institute for Scotland \(NMIS\)](#) and a [Medicines Manufacturing Innovation Centre \(MMIC\)](#) which will be the catalyst for the development of Scotland's advanced manufacturing and life sciences sectors, providing support for businesses of all sizes and connecting all of Scotland's engineering universities and colleges.