

ECONOMY AND LIFELONG LEARNING GROUP
COUNCIL CHAMBERS, COUNCIL BUILDING, 2 HIGH STREET, PERTH
FRIDAY 23 FEBRUARY 2018

Minute of meeting of the Community Planning Economy and Lifelong Learning Group held in Room 410, 2 High Street, Perth on Friday 23 February 2018 at 2.00pm.

Present: Councillors C Purves, H Anderson (substituting for Councillor F Sarwar) and A Jarvis (substituting for Councillor C Shiers); A Burnett, Elevator; A Carrington, Skills Development Scotland; J Clarkson, VisitScotland; E Dear, Federation of Small Businesses; D Gourley, Perth College UHI; J Padmore (substituting for E Guthrie), TACTRAN; O Robertson, PKSEN.

In Attendance: F Kerr, G Glover, A Graham, R Hill, L McIntyre, and D Williams, all Perth and Kinross Council.

Apologies: Councillors F Sarwar and C Shiers; E Guthrie, TACTRAN; V Unite, Perthshire Chamber of Commerce.

Councillor C Purves, Chair, Presiding.

1. WELCOME AND APOLOGIES

Councillor Purves welcomed all those present to the meeting and apologies were noted as above.

It was noted that E Dear would be replacing C Mella as the representative of the Federation of Small Businesses.

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 the Meeting of the Economy and Lifelong Learning Group on 22 September 2017 was submitted and approved as a correct record.

4. MATTERS ARISING

Councillor Jarvis raised the issue of exploring a deeper involvement of Young People in the organisation of Scotland's Year of Young People in Perth and Kinross. L McIntyre informed Councillor Jarvis that there would be an opportunity for young people to be further involved through an event on 23

June 2018, and that Perthshire Youth Voice had since been established and was becoming active.

5. ANNUAL UPDATE – BUSINESS SUPPORT – FOOD & DRINK

G Glover, Perth and Kinross Council, delivered an annual update on business support for the Perthshire Food & Drink sector, with an accompanying slide based presentation.

During the presentation, specific reference was made to the following;

- Food and Drinks place in the top business sectors in Perth and Kinross;
- Scottish Food and Drink award winners from Perth and Kinross in 2017;
- PKC Food & Drink Action Plan 2017/18;
- The future of the sector in Perth and Kinross.

G Glover highlighted the importance of the food & drink sector to both the local economy in Perth and Kinross and the Scottish economy, adding that the food & drink sector was attractive to those looking to move into small business.

In response to a query from Councillor Jarvis, G Glover highlighted that there was a sense of pride within the sector of using the Perthshire banner. A Burnett added that there was a good opportunity to utilise the returning Business Month in May 2018, highlighting a workshop taking place in the AK Bell Library, Perth.

6. UPDATE ON REGIONAL TOURISM CAMPAIGN – TAY COUNTRY

A Graham, Perth and Kinross Council, delivered an update on the Regional Tourism Campaign – Tay Country, with an accompanying slide based presentation.

During the presentation, specific reference was made to the following;

- Regional tourism performance;
- Regional tourism approach;
- Marketing activities;
- Consumer marketing;
- Digital focus.

A Graham informed members that the tourism focus which had previously been on the East of Scotland was now focused on the 'Tay Country' of Perth & Kinross, Dundee, Angus and Fife. A Graham added that although there was lower productivity in the region than the Scottish tourism average, there was a strong asset base to build on, highlighting the soon to be open V&A Museum in Dundee and the regional linking asset of the River Tay.

In response to a query from Councillor Anderson regarding the types of accommodation there was a demand for, A Graham informed members that there would be demand for numerous types of accommodation, depending upon the preference of the individual visitor. A Graham added that there was a lack of a branded hotel in Perth and, in response to a query from Councillor Anderson on the potential for this, informed members that it was important to have a driver for this, highlighting the increased hotel development in Dundee with the V&A Museum.

7. UPDATE ON THE FAMOUS GROUSE IDEAS CENTRE

F Kerr, Perth and Kinross Council, delivered an update on the Famous Grouse Ideas Centre, with an accompanying slide based presentation.

During the presentation, specific reference was made to the following;

- The creative pipeline;
- Creative incubator;
- Creative accelerator.

F Kerr informed members that development was presently being undertaken at the former St. John's Primary School, and the building will operate under the name 'Creative Exchange'. F Kerr added that the lower ground would consist of 26 artists' studios, and that the operator, WASPS, already had 30 notes of interest for the spaces.

F Kerr informed members that it was intended that the Council would own the building, with WASPS having a long-term lease, and that there would be £500,000 investment from The Famous Grouse.

8. REGIONAL SKILLS ASSESSMENT FOR PERTH AND KINROSS

A Carrington, Skills Development Scotland, delivered a slide based presentation on the Regional Skills Assessment for Perth and Kinross.

During the presentation, specific reference was made to the following;

- Population projections: change by age band 2014 – 2039;
- School Leavers' Destinations 2009/10 and 2015/16;
- Total employment projections;
- Proportion of occupations forecast;
- Proportion of requirement forecast;
- Resident and workplace based earnings 2016;
- Tayside Local Authorities' out-commuting.

A Carrington informed members that although there was forecasted growth in employment in Perth and Kinross over the next few years, contrary to the predicted fall across Tayside, she exercised caution that much of this was replacement demand as opposed to expansion areas.

A Carrington highlighted Health and Social Care as a key employment sector in Perth and Kinross, also highlighting a large number of jobs in professional occupations. A Carrington emphasised that the majority of jobs becoming available were at a lower level and that many higher level jobs saw people commuting out of Perth and Kinross, adding that employers focused more upon qualifications than skills.

9. MIGRATION IN PERTH AND KINROSS

L McIntyre, Perth and Kinross Council, delivered a slide based presentation on Migration in Perth and Kinross.

During the presentation, specific reference was made to the following;

- Changing migration since vote to leave the European Union;
- Citizenship applications since 2016;
- Migration to Perth and Kinross 2004-2017.

L McIntyre informed members that net migration in Perth and Kinross was falling, primarily due to Britain's forthcoming exit from the European Union. She added that the number of European Union citizens coming to look for employment had halved, but highlighted that there had been a rise in citizenship applications in Perth and Kinross since 2016.

In response to a query from Councillor Jarvis regarding the performance of Perth and Kinross in a national context, L McIntyre informed members that there was a high dependency upon the agricultural and food and drink sectors in Perth and Kinross. J Clarkson, VisitScotland, highlighted the pressing time issue in filling the employment gap left by the reduced number of European Union citizens, and stated the need to build on anecdotal evidence.

Councillor H Anderson highlighted the importance of removing stigma around certain employment sectors, and the need for salaries to reflect the removal of stigma.

10. CLOSING THE ATTAINMENT GAP

R Hill, Perth and Kinross Council, delivered a slide based presentation on Raising Attainment Strategy and an update on Tay Learning and Attainment.

During the presentation, specific reference was made to the following;

- National Improvement Framework priorities;
- S4/S5/S6 Attainment;
- School leavers' literacy and numeracy;
- Attainment versus deprivation;
- Vocational qualifications;
- Positive leavers' destinations and participation;

- Tayside regional collaborative priorities;
- Tay Learning and Attainment Group;
- Areas of progress;
- Areas for continued focus.

R Hill informed members that there had been a slight drop in literacy and numeracy attainment, but informed members that the latest figures were not available. R Hill later highlighted the Tayside Children's Plan and particularly the importance of numeracy.

R Hill informed members that Perth and Kinross was above the national average in terms of positive destinations. He added that many Perth and Kinross students undertook gap years, and work was being undertaken with the government to look beyond the figures in this regard.

R Hill informed members of the importance of leadership development for schools, and added that Perth and Kinross was a high performing authority in national qualifications.

In response to a query from Councillor Jarvis regarding discrepancies in deprived areas, R Hill stated the importance of changing culture and development over time.

In response to a query from Councillor Anderson regarding the Pupil Equity Fund, R Hill informed members that £1200 was issued per student with a free school meal entitlement.

11. ANY COMPETENT BUSINESS

Councillor Purves paid tribute to Laura McIntyre, as this was her final meeting of the Economy and Lifelong Learning Outcome Delivery Group before leaving the Council. On behalf of members, Councillor Purves thanked Laura for all her hard work and wished her all the very best for the future.

12. DATE OF NEXT MEETING

The next meeting of the Economy and Lifelong Learning Outcome Delivery Group will take place Friday 23 April 2018 at 2pm.