

ECONOMY AND LIFELONG LEARNING GROUP

COUNCIL CHAMBERS, COUNCIL BUILDING, 2 HIGH STREET, PERTH

FRIDAY 8 DECEMBER 2017

Minute of meeting of the Community Planning Economy and Lifelong Learning Group held in the Council Chamber, 2 High Street, Perth on Friday 8 December 2017 at 2.00pm.

Present: Councillors C Purves; A Jarvis (substituting for Councillor C Shiers) and F Sarwar; L Baillie, Perth and Kinross Health and Social Care Partnership; L Cairns, Perth College UHI (substituting for D Gourlay); N Moran, TACTRAN; K MacPherson, PKAVS (Third Sector Interface); C Mella, Federation of Small Businesses; and O Robertson, Perth and Kinross Social Enterprise Network.

In Attendance: J Alexander, Department of Work and Pensions; N Christison, VisitScotland; S Cumiskey, L McIntyre, K Molley, E Paul, D Stokoe and D Williams; all Perth & Kinross Council.

Apology: Councillor C Shiers; A Burnett, VisitScotland; J Dernie, NHS Tayside; D Gourlay, Perth College UHI; E Guthrie, TACTRAN; J Hunter, Skills Development Scotland; and 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 an apology was 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 the Meeting of the Economy and Lifelong Learning Group on 22 September 2017 was submitted and approved as a correct record.

4. MATTERS ARISING

There were no matters arising from the previous minute.

5. ANNUAL UPDATE

N Christison, VisitScotland, and S Cumiskey, Perth & Kinross Council, delivered a slide based presentation on tourism in Perth and Kinross.

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

- The visitor economy;
- Tourism and employment in Perth and Perthshire;
- Stakeholders in the public sector and tourism associations, and also business engagement;
- Infrastructural investment and people development;
- Plans going forward.

N Christison added that there was a changing information strategy with VisitScotland, with the closure of a number of information centres and the restructuring to 26 regional hubs, in order to adapt to the needs of the visitor. N Christison further highlighted the importance of staff knowledge, and highlighted both a global campaign and more local-level investment. He added that Perth and Kinross was in a strong tourism position compared to other areas, but there was still work improvement work to be done.

C Mella, Federation of Small Businesses, raised the possibility of using QR Codes as a means towards generating further traffic through to the VisitScotland website and mobile application on mobile devices. C Mella added that there were issues with 'double-booking' of accommodation occurring in rural areas due to connectivity issues, to which N Christison responded that VisitScotland were actively working towards a solution. L Cairns commented that recognition of a target audience is vital and making tourism more accessible through technology could have a positive impact in terms of the number of people visiting Perth and Kinross. N Christison emphasised the potential of tourism as a catalyst for economic development.

Councillor Sarwar highlighted issues regarding living wage and zero-hour contracts in the tourism industry. L McIntyre, Perth and Kinross Council, there was active encouragement for those in the tourism industry, in particular with regards to meeting the living wage, and that market forces would naturally drive an increase in wages. L McIntyre added that whilst this would not be a short-term process, progress was being made. S Cumiskey and N Christison highlighted SSE Pitlochry Dam and Blair Castle as examples of good practice and initiatives having a positive effect in this regard.

6. SCOTLAND'S YEAR OF YOUNG PEOPLE 2018

C HOLGATE ENTERED THE MEETING DURING THIS ITEM

L McIntyre, Perth and Kinross Council, delivered a verbal update with accompanying slide based presentation on Scotland's Year of Young People 2018.

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

- A background to Scotland's Year of the Young People 2018;
- Details on 'Communcat18', a group of 35 young people from across Scotland offering support and advice to partners on involving young people in their Year of Young People activity. There are two Communicat18 representatives from Perth and Kinross;
- Year of Young People signature event, Diverse CiTay Festival, which will take place on 23 June 2018, involving Perth and Kinross Council, Horsecross Arts Ltd., Culture Perth and Kinross and Perth College UHI, and featuring a number of events in Perth and Kinross;
- Progress made so far and access to further details on Scotland's Year of Young People 2018.

L McIntyre informed members that Scotland is the first country in the world to have a dedicated year of young people, and that there were now 500 young people ambassadors across Scotland. Councillor Purves expressed his happiness that Scotland's Year of Young People 2018 and related events were being designed in collaboration with young people.

In response to a query from Councillor Jarvis on the role of young people, L McIntyre informed members that the approach was less about inviting young people into existing forums, and more about allowing young people to create their own forums.

In response to a question from E Paul, Perth and Kinross Council, regarding any work done within schools in Perth and Kinross regarding Scotland's Year of Young People, L McIntyre informed members that work was being undertaken regarding this with Education and Children's Services and the Council's Communications team, with other partners also involved. S Cumiskey added that there was relevance from a tourism perspective, with there being promotion of Perth and Kinross as a family-friendly destination.

7. SOCIAL ENTERPRISE

There was submitted a Report by K Macpherson, PKAVS (Third Sector Interface), and O Robertson, Perth and Kinross Social Enterprise Network (G/17/215), providing an update on the development and increase of Social Enterprise in Perth and Kinross since the last update in December 2015. The report also highlights PKAVS (Third Sector Interface) and Perth and Kinross Social Enterprise Network's local contribution to the Scottish Government's Social Enterprise Strategy and Action Plans, and an inclusive local economy. Slides displaying photographs were displayed to accompany the report.

O Robertson highlighted the growth in social enterprise and the positive economic impact emanating from this growth. D Stokoe noted the increase in start-up organisations outlined in Paragraph 4.4 of the Report, but highlighted the continuing challenge in this regard in rural areas.

Resolved:

Members agreed to;

- (i) The content of Report G/17/214, be noted.
- (ii) Continue to work with PKAVS and Perth and Kinross Social Enterprise Network to relise market opportunities for Social Enterprise.

8. ECONOMY & LIFELONG LEARNING GROUP – ACTION PARTNERSHIP PROFILES

There was a Report submitted (G/17/214) by D Stokoe, on action partnership profiles around Perth & Kinross. C Holgate, Perth and Kinross Council, introduced these profiles and gave an update on the current statistics of employment throughout different areas across Perth & Kinross and explained what these figures represent.

C Holgate informed members that there were differences within localities themselves and not just between the different localities. C Holgate added that although Perth and Kinross was below the Scottish average in terms of deprivation, there was apparent deprivation in the area. C Holgate further added that there was a difference in prominent employment in different areas within Perth and Kinross.

J Alexander, Department of Work and Pensions, raised a query as to why only those claiming Universal Credit and JSA had been included in the claimant count. C Holgate responded that these had been the only factors, as these were employment related benefits, to which J Alexander suggested that it could possibly be beneficial to include those in ESA categories.

In response to a query from Councillor Purves, C Holgate explained that the median as opposed to the mean had been used in the statistics as it was considered to be more representative.

Resolved:

The content of Report G/17/214, be noted.

9. ANY COMPETENT BUSINESS

No other competent business.

10. DATE OF NEXT MEETING

The date of the next meeting of the Economy and Lifelong Learning Group to be arranged, and members will be notified in due course.