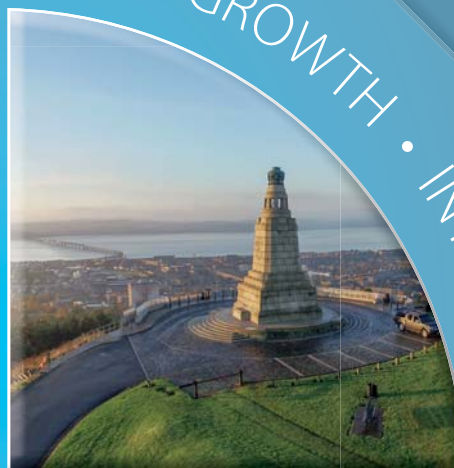


Tay Cities Deal Overview

INVESTMENT • INNOVATION • INCLUSIVE GROWTH • INTERNATIONALISATION

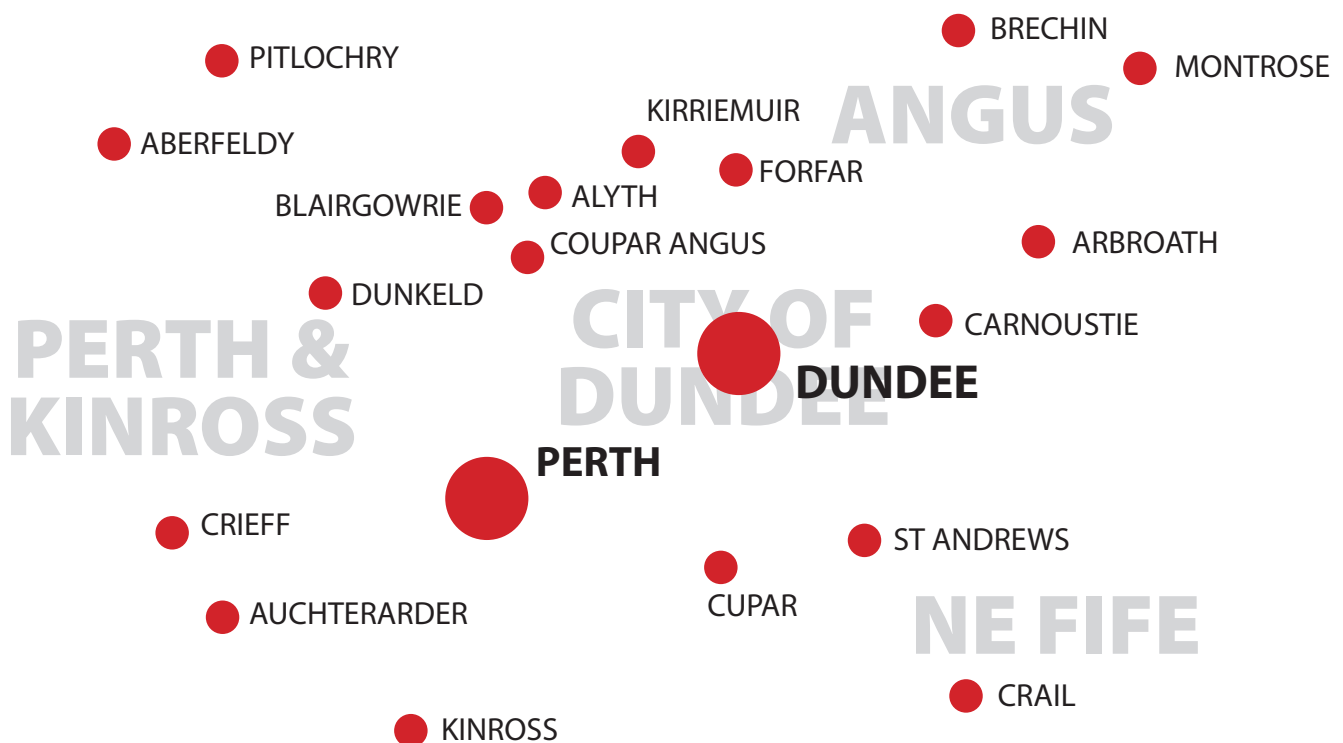


Introduction

The Tay Cities region is ready to take a collaborative approach to sustainable economic growth that will deliver our ambition to be a smarter, fairer place. We will achieve this more quickly through the support of a city deal agreement. A city deal will provide us with additional funding if we deliver the outcomes we agree with the Scottish and UK Governments.

The 490,000 who live in the Tay Cities region represent 10% of Scotland's population. It is these people and their skills, ambition and innovation that will secure the future of our economy.

Located on the River Tay, on Scotland's East Coast, the cities of Dundee and Perth are home to half the region's population and working together they will play a key role in driving forward economic growth. The strategic towns of St Andrews, in North East Fife, alongside Arbroath, Montrose and Forfar in the County of Angus are also vitally important to our economy. Beyond the cities and large towns our landscape is spectacular; punctuated with historic towns and villages; estates and farms; all contributing to our economic productivity.



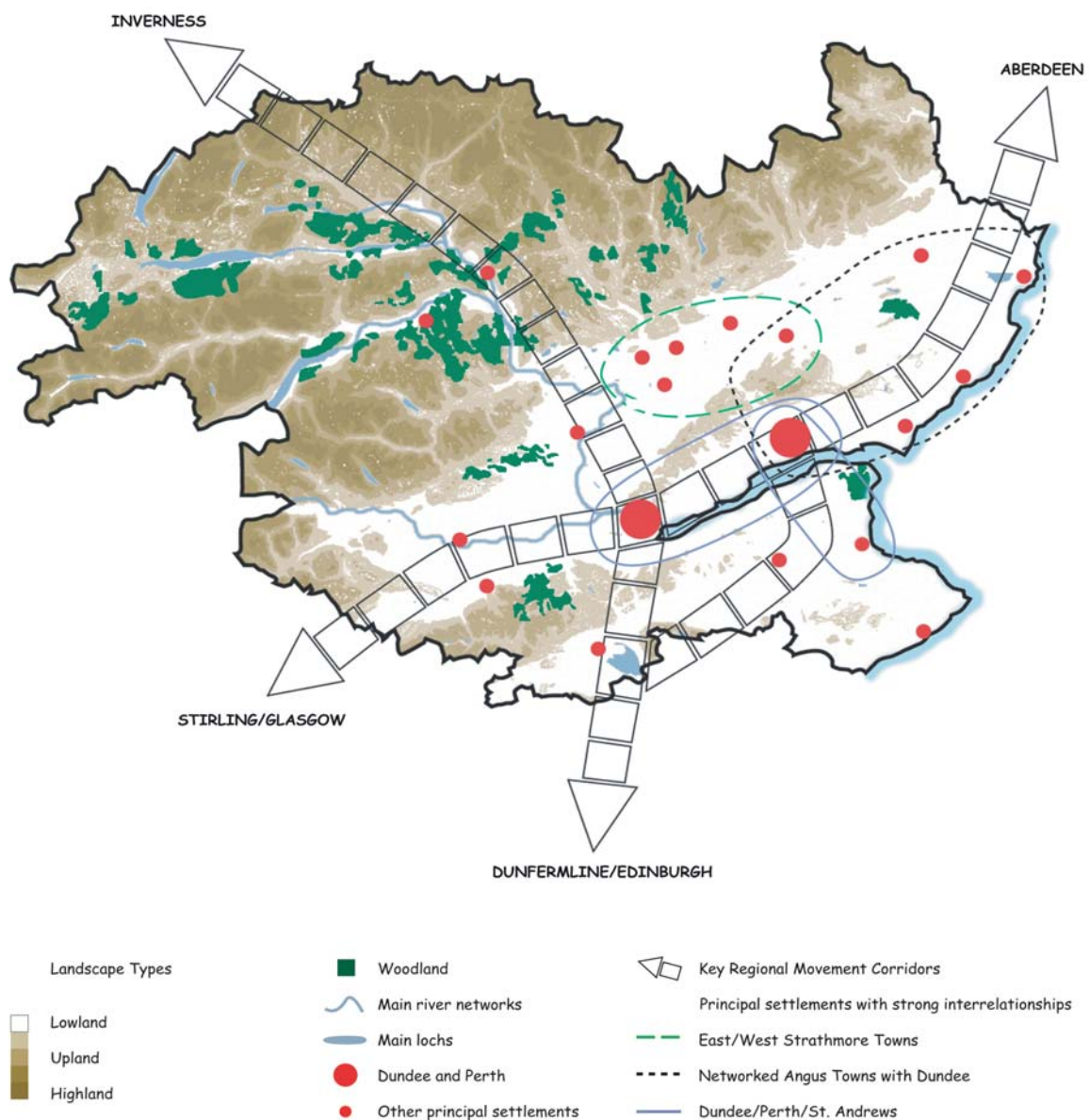
Strategic Partnership and Shared Vision

The bid to secure a City Deal is led by a strategic partnership of the Leaders and Chief Executives of the four local authorities that deliver services across the Tay Cities region.

Angus, Dundee City, Fife and Perth & Kinross Councils will work together with our Community Planning Partners to achieve this. We will not succeed without the support and guidance of private sector businesses and voluntary sector organisations across the region.

We have a shared vision:

"We will create a region where fair business growth, social inclusion and skills development is at the heart of everything we do. Our vision is to become a cohesive region of knowledge with a culture of creativity within Scotland and the UK. By focusing on the skills, knowledge and expertise of our people, we can boost innovation, economic growth and productivity within our region."



Despite continuing global economic challenges, we believe the Tay Cities region has significant growth potential in specific sectors. However, to unlock this potential significant investment is needed. Our ambition is to grow our economy to at least equal the Scottish average GVA (Gross Value Added, a measure of economic productivity).

This potential growth will be boosted by our growing population and through sustainable management of our exceptional natural environment.

The region has four universities, linking to world class research centres, and three colleges of further education supporting innovation and research cooperation between the private sector and the academic institutes.

The region is also the headquarters or a major base for a number of FTSE 100 companies including, SSE, GSK, Diageo, Aviva and Stagecoach.

Our region's growth potential is however increasingly constrained by the capacity of our infrastructure and by our labour market. We still have a significant number of unemployed people, and people working in low paid jobs. We also have some areas – both urban and rural – where social and economic inequalities are a barrier to inclusive growth.

Employment growth of 0.7% per annum across the Tay Cities region as a whole falls short of the Scottish average of 1.2% per annum. Likewise, The region's projected GVA growth of 2.3% per annum falls short of the projected Scottish average of 2.6%.

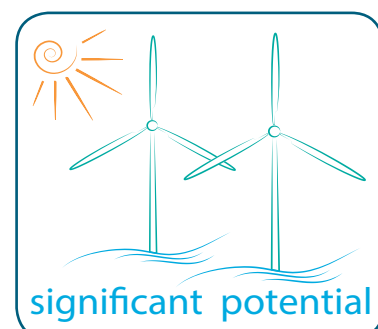
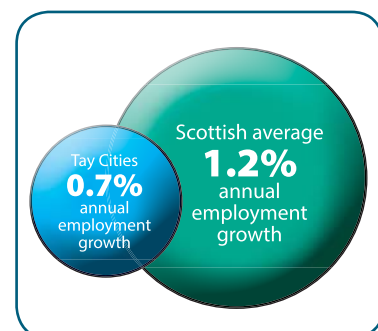
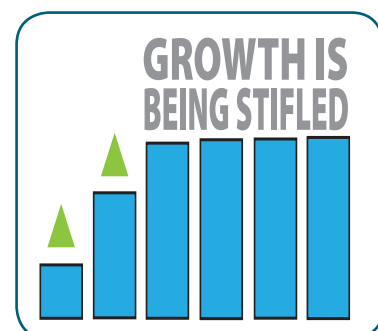
We believe investment via the Tay Cities Deal will boost performance by closing these gaps.

For example, the sectors we believe have growth potential are Tourism, Cultural, Creative & Digital Industries, Food & Drink, Financial & Business Services, Clean Technologies & Renewables, and Life Sciences.

Specifically, the region has significant potential to support growth in the renewable energy industry, particularly through the growth of Dundee and Montrose ports to support offshore renewable energy and decommissioning. We also have an opportunity to build on the world-renowned reputation of the life sciences and digital media sectors and encourage more research, development and innovation across the public and private sectors.

These market opportunities will be enhanced by planned investment in the region's infrastructure and the roll out of high speed broadband.

And underpinning all of this will be investment in the skills of our people.



Tay Cities Deal Content

The bid will be presented as a series of “Offers and Asks”. The “Offer” is the contribution (infrastructure, land, employment, finance etc.) from the local authorities and its partners and the “Ask” of government is to support and enhance the contribution from the local authorities and their partners.

It should also reflect a dynamic economy that encourages innovation and helps resources flow to their most productive use. Above all, it must be authentic to the Tay Cities region.

City Deals

The UK and Scottish government’s approach to City Deals is led by a set of principles that will:

- put cities and their hinterlands in control of the economic opportunities and challenges they face
- work across local enterprise and local authority boundaries, sectors, and professions – bringing together governments, cities, neighbouring authorities and local business leaders
- give real power to city authorities so they can create economic growth.

This partnership bid represents a balance between “hard” infrastructure investment and a number of transformational and collaborative initiatives focused on the delegation / devolvement of powers and budgets to create new infrastructure and new employment opportunities required to deliver economic growth. This should be a sustainable growth, which is not only for a 21st century Tay Cities region but also for Scotland and the rest of the United Kingdom.

Key Themes

It is the region’s aim to close the gaps in both GVA and forecast employment between the Tay Cities region and the rest of Scotland. In doing so, we believe we will also help to tackle entrenched inequalities in some of our communities.

A series of stakeholder engagement sessions is being organised throughout the Tay Cities region area to provide key stakeholders and beneficiaries with the opportunity to become involved in the bid process to identify and delivery the work packages and projects that will formulate the bid.



A transport and digital infrastructure programme and funding to improve connectivity and workforce mobility, and support growth throughout the Tay Cities region

An innovation programme and funding for creative industries (creation of retail and design space for local designers and manufacturers), food and drink (showcasing of local produce), agriculture (barley and wheat crop research), life sciences, engineering and enhanced manufacturing, and low carbon technologies (solar, hydrogen power, heat pumps)

INVESTMENT
Connected Tay

INNOVATION
Innovative Tay

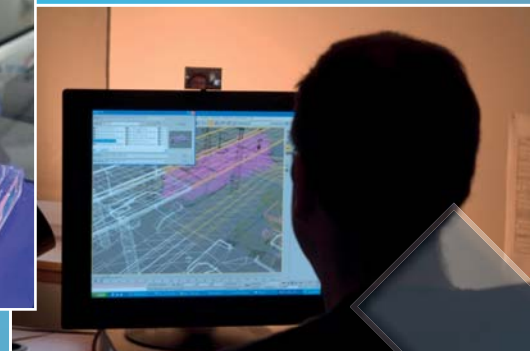
**EMPOWERED
TAY**

INCLUSIVE GROWTH
Inclusive Tay

INTERNATIONALISATION
International Tay

An integrated skills programme and funding to support manufacturing/engineering capabilities, apprenticeships, employability, and additional opportunities to develop Scotland's young workforce

An integrated regional tourism and cultural offer maximizing the opportunity presented by the V&A@Dundee and the region's wider assets, development of regional products (e.g. key attractions, golf, food and drink, nature and outdoors), targeting the cruise and business tourism markets



Further Information

For further information please email :
taycitiesdeal@dundeecity.gov.uk

