



# **SOCIO- ECONOMIC RESCUE PLAN**

**2020/21**



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## Foreword by the Co-Leaders of Aberdeen City Council

**We find ourselves in an unprecedented situation in Aberdeen as we work through the effects of the Covid-19 health crisis, and its wider implications on our economy, people, businesses and our city.**

The Council has responded immediately to ensure as far as possible we are continuing to provide critical services to our citizens. We have seen a phenomenal response, across all of our services, and we are proud of the efforts of all of our staff in continuing to respond. While we steel ourselves for what is ahead, we should take huge encouragement from how we have responded to date.

All of us have seen over the last 12 weeks how the pandemic has changed the way we work together and we are fortunate that the transformation envisaged by the Local Outcome Improvement Plan is well underway and was making excellent progress before we went into lockdown. Although COVID-19 has altered our social and economic landscape, perhaps irrevocably, it has also confirmed that the path we were following is the correct one – focussing on economic, people and place-based outcomes.

Our history shows that Aberdeen has always adapted well to external economic opportunities and shocks, and we believe that we continue to show resilience in response to the current challenges the city faces. COVID-19 has given the world a massive jolt, revealing our vulnerabilities and climate change is doing the same. So as we adjust to a new way of living, we must also continue the pace with which we respond to climate change challenges and the energy transition we need to make if we are to become a net zero city.

A Net Zero Vision for the city was approved by the Council in May 2020. That vision, supported by a new Strategic Infrastructure Plan for Energy Transition also provides us with a framework for ensuring that our economic recovery is also a 'green recovery'. Covid-19, in our view, strengthens the case for progressing these plans as part of Aberdeen and the north east's medium and long term economic recovery.

Building on the Council's track record in delivering the European Offshore Wind Deployment Centre and Hydrogen Aberdeen, we will continue to argue for Aberdeen's position as an internationally competitive location for investment in renewables. We will continue to seek the backing of national government to support our net zero ambitions that could reduce Aberdeen's exposure to the economic impacts of COVID-19, and the separate, but coinciding collapse in hydrocarbon prices.

What hasn't changed, however, is the importance of considering the city's welfare in a holistic sense, a recurring theme of this year's budget. If anything, COVID-19 has brought into sharp focus the value of what we do as a local authority. We have seen at first hand the impact of the crisis on businesses and the consequential employment impacts. In the immediate term we have been focussing on providing financial support to businesses through grant schemes that have seen over £22m of grants to businesses.

And as the city begins to emerge from 'lockdown' we recognise that there are immediate steps we need to take to support the city's economy. This Socio Economic Rescue Plan is a short term response to the crisis and the immediate steps we need to take with partners and stakeholders working together. Collaboration will be important in the months and years ahead. The world has changed but Aberdeen City Council's purpose hasn't: putting people, place and business first.



Councillor Jenny Laing  
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Co-Leader



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Aberdeen City Council  
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## The Immediate Effects on the Economy

### Economy

While Covid19 is primarily a health concern it is also a threat to our economic wellbeing, which itself has considerable health impacts. How we respond to the crisis can determine both the scale of the impacts on health and the economy. So, where we are in the UK in some respects is a precarious balancing act.

We have seen the biggest shock to the economy since records began. UK output as measured by GDP fell by 20.4% in April 2020. As a sense of scale during the 2008-2009 recession the UK economy fell by no more than 1% in a single month.

The Scottish Government estimates the economy will contract by 12% in 2020 but there is considerable uncertainty around this as there is around any subsequent recovery. More optimistic scenarios see economic output recovering in 2021 but one gradual scenario suggests economic output will not recover to pre-crisis levels until 2023.

Sectors most likely to be impacted include hospitality, leisure, education and transport. These sectors are mostly affected by social distancing, but others such as administration have a high proportion of women with dependent children.

### Business Finance

There has been huge government borrowing to finance emergency packages including the furlough scheme, and business and self-employed loans and grants to protect the economy.

As of 16th June, Aberdeen City Council had released over 2,000 Small Business and Newly Self-Employed Hardship grant payments of over £23m, from funding streams announced by the Scottish Government, to eligible businesses in the City. Almost a third of grants are to accommodation and food services, with around a fifth to the arts and entertainment sector and around a sixth to the retail sector.

Businesses in Scotland are also under considerable cash flow pressure. The Scottish Business Monitor Survey found that 54% of

businesses in Scotland said they have enough cashflow for 'less than three months' while a further 32% said they could survive for 'four to six months'.

There are fewer start-ups. There were over a third fewer businesses start-ups in Aberdeen City during the first four months of this year compared to the corresponding period last year.

### Unemployment

The Centre for Cities found that Aberdeen is ranked 4th out of 63 UK cities for share of jobs exposed to the immediate effects of Covid-19. Over 30,000 jobs are estimated to be at risk in Aberdeen.

As of the beginning of June 9.1 million employees had been furloughed in the UK and 28,000 employees in Aberdeen (a quarter of the workforce) with high furloughed sectors include accommodation and food services, hospitality, manufacturing and retail.

Oil and Gas UK estimate 30,000 jobs in the sector in the UK could be lost as a result of the coronavirus pandemic and the low oil price with around 10,000 of these in the North East. Over 3,000 job loss notifications have been posted from PACE since the crisis began, several times higher than any other local authority.

There has been an increase of over 80% in numbers on universal credit from 8,000 to over 14,500 which is around 10% of the Aberdeen working age population in May. The unemployment rate is likely to rise considerably further beyond 10%, as furlough ends and some of these people will be made redundant.



### Impact on Council Services

There has been a huge rise in demand for Council services around the inability to meet rental costs, calls for financial assistance and advice, free school meal entitlement, calls to crisis support lines, educational support, homelessness and the administration of business loans and grants.

A majority of the 387 Council owned premises are closed including event venues, libraries, community centres, workshops, depots.

### City Mobility

City centre footfall has fallen seven-fold from over 70,000 a day to around 10,000 a day. With the exception of residential areas and parks, which have risen by around 15%, there has also been a huge fall in city mobility with a 74% reduction in people visiting retail and recreation areas, 65% reduction in public transport, 36% reduction in workplaces.

The number of people using public transport in Britain's cities could be around a third lower than normal after the end of the coronavirus lockdown so accessibility and travel could be a crucial component of any economic recovery.

### Conclusion

In summary, there has been a huge fall in economic output in Aberdeen and a huge rise in unemployment and the demand for council services. Upward pressure on unemployment will likely continue once furlough ends and many businesses are at risk of going under particularly in the sectors most affected by the crisis.

Disproportionate economic impacts are also expected on young people, women, ethnic minorities, low earners and disabled people due to the sector they work in shut down, their caring responsibilities, their ability to work at home and their relatively low income increasing their vulnerability to income decline.

### Approach

Since March 2020, and the lockdown measures were introduced, the immediate effects on business, people and place have been monitored to understand the overall scale of impact on Aberdeen. Not all data is immediately available and so analysis has relied on timely economic data that is available, feedback from business groups, and the Council's own management information on demand for its services. These data were used to inform the shape of a short term rescue response and immediate priorities in the short term, and as the lockdown measures ease.

A series of workshops and consultations were held under the themes of 'Business', 'People' and 'Place' internally with officers from across Council service areas and clusters. For each theme, a series of rescue action plans were developed. These proposals were then discussed with external partners and stakeholders so that the Plan reflects not just the Council's proposed response, but also activities that will be delivered by other organisations. These included, VisitAberdeenshire, Aberdeen Inspired, Federation for Small Business (FSB), Aberdeen & Grampian Chamber of Commerce (AGCC), Skills Development Scotland (SDS), Aberdeen Council for Voluntary Organisations (ACVO), Business Gateway and North East of Scotland College (NESCol).

Going beyond the 2020/2021 life of this Plan, there will be a shift in focus towards medium and longer term recovery actions, and, for Aberdeen, continuing to make the case for investment in a 'green recovery' as highlighted in the Strategic Infrastructure Plan – Energy Transition. For the city region, investing in areas of opportunity such as the oil and gas sector, that in turn will be the foundation for energy and renewables investment, will be an important part of the economic recovery plans to support the Regional Economic Strategy.

**Governance**

The Plan is an immediate and dynamic response to the impact of Covid19 and the coinciding decrease in oil and gas prices. It aligns to the Local Outcome Improvement Plan (LOIP) strategic themes of Economy, People, Place. It is therefore proposed that scrutiny and oversight of the implementation of the Plan is done through the Community Planning Aberdeen (CPA) Board.

The CPA Outcome Improvement Groups provide an established structure to drive delivery, while many of the actions may be delivered by members of Aberdeen Prospers, Integrated Children’s Services, Resilient Included, Supported Group or the Sustainable City Group. However delivery will need to have input from wider stakeholders that are not currently represented within these groups. In response, a ‘short life’ working group (the Socio-Economic Rescue Plan Implementation Group) is proposed to be formed from within organisations already on Aberdeen Prospers, augmented by representatives from the business groups in the city to drive delivery.

Figure 1: Socio Economic Rescue Plan - Governance Arrangements



Business Theme - Rescue Plan ACTIONS 2020/21

Scottish Government Route Map - Implementation Phase									
Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders	
<b>1. General Response</b>									
1.1 Covid-19 Business Loans Programme		✓			City Growth	Working capital loans to business to support 'trading out' of current crisis	Repurpose Business Loans Scotland – none for Council	Scottish Government BLS Business Gateway Scottish National Investment Bank	
1.2 Aberdeen City Council Business Charter		✓			City Growth	Supportive business environment for companies in the city	None – staff time	ACC Chief Officers delivering business facing services Business Gateway FSB	
1.3 Planning, consenting and licensing systems to support business response/ diversification – eg temporary relaxation of planning controls – temporary uses eg surplus car parks or units into social spaces			✓		Governance Strategic Place Planning	Getting people back into work  Support initiatives around recouping lost revenues within these key sectors and adapting to physical distancing rules and Spaces for People project	None	Business Gateway Aberdeen Inspired Traders Groups	

Scottish Government Route Map - Implementation Phase									
Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders	
1.4 'Shop, Visit, Eat Local' – consider loyalty card scheme/ app			✓		VisitAberdeenshire	Enhanced and sustained spend in local hospitality, tourism, and retail  Marketing Strategy and communications plan - incl. adverts on social media, PR, media partnership with local media outlet to extend reach. Content to include city initiatives, blogs from local people, businesses and celebrity.  Promote and encourage local products and staycations.	None	Aberdeen Inspired – Heart of the City City Growth AGCC	
1.5 Tourism Business Recovery Programme			✓		Scottish Enterprise Business Gateway	A tiered approach. In-depth business programme for small numbers that achieves tangible outcomes; one-to-one product development advice; to one-to-many workshops; industry network building and community engagement.	None	VisitAberdeenshire VisitScotland	
1.6 Business Gateway Recovery Programme		✓			Business Gateway	'SME Redundancy to Recovery Programme' of 121 business advice - Sales & Supplier Recovery, Continuity Planning, Digital, Leadership, H&S & Risk assessment and HR	None	City Growth AGCC Scottish Enterprise	

Scottish Government Route Map -  
Implementation Phase

Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders
1.7 Business Resilience Group  Invest Aberdeen Advisory Board	✓				City Growth	Coordination between public and private sectors in terms of Covid-19 response and post lockdown  Oversight by industry and investors of the In Invest Aberdeen Business Plan	None – staff time	AGCC, FSB, Aberdeenshire Council, ONE, OGUK, SE, SDS, Business Gateway/ Elevator  Industry reps – property, banks, retail
1.8 Positive Procurement Programme		✓			Commercial & Procurement Services	Strengthening local supply chains and contributing towards local business growth. Provide more access to contracts for smaller businesses through lots. Engage local suppliers, SMEs, Voluntary Sector, Social Enterprises early on commissioning needs. Security of jobs, job creation, development of community benefits and social value outcomes through contracts.	None	City Growth AGCC – Buy North East Federation of Small Businesses Business Gateway (SME events) ACVO Social Enterprises
1.9 ACC Key Account Management				✓	City Growth	Regular engagement with local businesses by ECMT  Relationship management with local business community and key employers	None	Chief Officers  Key employers
<b>2. Tourism, Leisure, Hospitality</b>								
2.1 Extend planning rules for restaurants to keep up deliveries		✓			Strategic Place Planning	Flexibility of regulatory systems to accommodate physical distancing  Maintain revenue stream for businesses in lockdown transition period	None	Governance City Growth Aberdeen Inspired Grampian Food Forum

Scottish Government Route Map - Implementation Phase								
Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders
2.2	Waive policy street occupation consents (eg on-street seating for cafes and bars, beer gardens and similar to accommodate physical distancing); consider 'nighttime economy zones' – eg Quad, Aberdeen Art Gallery		✓		Strategic Place Planning	Flexibility of regulatory systems to accommodate physical distancing rules and Spaces for People project  Open Air, Pop up activity to mitigate concerns on social distancing	None	Governance City Growth Aberdeen Inspired
2.3	Creative Business Resilience Support - Outdoor exhibitions/ drive in events/ shows (City Centre / Neighbourhoods / Beachfront / Parks) that can provide social distancing			✓	Culture Aberdeen	Preparing creative/cultural businesses for post Covid-19 environment Building balance of content for digital and physical experiences.	None	City Growth Business Gateway (eg Digital for Creatives programmes) and work with North East Open Studios
2.4	Information, Advice & Guidance on physical distancing for tourism sector		✓		Environmental Health and Trading Standards	Specifically raised by businesses in response to VA survey	None	VisitAberdeenshire Business Gateway (food and drink clients)

Scottish Government Route Map -  
Implementation Phase

Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders
2.5 Information, Advice & Guidance on physical distancing for tourism sector		✓			Environmental Health and Trading Standards	Business Awareness on details – embed in FAQ	Business Awareness on details Business Support	City Growth – Galleries, Museums, City events Digital Aberdeen Inspired
2.6 Pilot temporary green spaces/ markets – Pop Up				✓	Aberdeen Inspired	Spread city centre occupancy across city centre, repurposing currently ‘dead spaces’  Explore/pilot other models –rooftop gardens, community gardens/urban growing projects (LOIP alignment)  Market space option – where business physical premises are too restrictive reopening, a market /collection point could be an alternative	To be confirmed by AI	Culture Aberdeen City Events VisitAberdeenshire Grampian Food Forum
<b>3. Job Retention/ Creation</b>								
3.1 City Centre Apprentice Scheme – Assess feasibility to reduce business rates as incentives for businesses retaining employees/ taking on trainees in city centre sectors – retail, tourism, hospitality			✓		Finance	Support business growth Skills and training and improved employability	Will be estimated as part of feasibility	City Growth SDS NESCoI

Scottish Government Route Map - Implementation Phase								
Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders
3.2 Grey Matters entrepreneurial training scheme for redundant executives		✓			Elevator	Supporting business start-up rates	Business Gateway contract	City Growth Scottish Enterprise
3.3 Local Export Partnership			✓		AGCC	Supporting the resilience of existing exporters given uncertainty around business continuity  Supporting and sustaining £15bn of annual export value	Scottish Government	City Growth Scottish Enterprise Scottish Government
3.4 Elevator Centre for Entrepreneurship	✓				Elevator	Designated digital demonstration centre providing 'digitalboost' training and 121 support for businesses  Responding to anticipated increase in demand as a result of Covid-19	None – may need to align Business Gateway contract	Business Gateway ONE Codebase
3.5 Hospitality Apprenticeship North-East scheme	✓				ONE	Job creation in hospitality centre	None	SDS Hotels Association

People Theme - Rescue Plan ACTIONS 2020/21

Scottish Government Route Map – Implementation Phase									
Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders	
<b>1. Supporting Young People into Positive Destinations</b>									
1.1	Positive Destination Planning Sessions	✓				City Growth SDS	Data Hub of young people to destinations Employability of school leavers. Early identification of and support put in place for those at risk of leaving school without a positive destination.	None – staff time	ACC Schools, SDS, DYW-NE City Growth
1.2	Tailored ACC & Scottish Children’s Reporter Administration Internship for care experienced young people (LOIP Project – Priority Groups into Public Sector Jobs)				✓	People & Organisation  City Growth	Good work experience CV improvement References Potential for some qualifications	None – staff time  May be costs if accredited courses incorporated, however this may be at least partly met through No One Left Behind funding	City Growth, ACC Chief Officers, SDS, SCRA, ACHSCP, Community Planning Aberdeen, the Virtual headteacher, training providers NESCoI
1.3	Guaranteed job interview for ACC Internships for Care Experienced Children (LOIP - Project Priority Groups into Public Sector Jobs) where jobs are available	✓				People & Organisation  City Growth	Potential work experience; Feedback;	None – staff time	ACC Chief Officers, ACHSCP, Community Planning Aberdeen
1.4	Skills 4.0 – Review emphasis based on employability pipeline			✓		SDS NESCoI	Shared understanding of skills required for local economy	None - staff time Potential for SDS Digital Skills Fund	SDS, DYW-NE Schools

Scottish Government Route Map – Implementation Phase									
Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders	
1.5	Develop and pilot an accredited course for young parents to aid them back into education or employment using Google classroom as an online means of supporting pupils (LOIP Project – Young Women into Jobs)			✓	Community Planning NESCoI	Skills and training outcomes Employability	Potential for SDS Digital Skills fund	City Growth – Employability NESCoI SDS	
1.6	Accelerate the Re-Boot programme - targeted at supporting winter leavers who are disengaging with education in the months prior to them leaving school.		✓		Education Aberdeen Foyer	Improved positive destinations	National Lottery funding secured	ACC, Aberdeen Foyer, Third sector training providers SDS	
1.7	Session with DYW-NE to explore how opportunities to bed emerging industries and skills into education system		✓		DYW-NE Education	Identification of potential career routes for young people, post-Covid.	None – staff time	ACC Schools, SDS, DYW NESCoI Universities City Growth SDS	

Scottish Government Route Map –  
Implementation Phase

Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders
<b>2. Community Spaces</b>								
2.1	Maximise Hubs in three priority areas Dee–Tulloch Community Wing, Don – Tillydrone Community Hub, West – Cummings Park Community Centre, using schools or community facilities as navigation of the benefits system.		✓		Children and Family Services	Wrap around eg financial resilience, positive mental health and employability and extending support to families  Regular ‘case conferencing’	If capital cost, potential through Regeneration Capital Grant Fund.  If revenue – possible via National Lottery.	City Growth Employability; DWP; Financial Inclusion Team, social work, CAB, CFINE, health service, support agencies, SDS, NESCoI
2.2	Homelessness presentations and No One Left Behind – employability wrap around		✓		Communities City Growth	Wrap around/ tailored approach to overcome personal challenges  Improved employment prospects/ securing work and able to maintain tenancies	Realign No One Left Behind funding (SG approval)  ESF	City Growth – No One Left Behind Housing, social work, FIT, health services, Cyrenians/Shelter,
<b>3. Job Retention/ Creation</b>								
3.1	City Centre Apprentice Scheme – Assess feasibility to waive/ reduce business rates as incentives for businesses taking on trainees in city centre sectors – retail, tourism, hospitality <i>See Business Ref 3.1</i>		✓		Finance SDS	Support business growth Skills and training and improved employability	Will be estimated as part of feasibility	City Growth SDS NESCoI DYW-NE

Scottish Government Route Map – Implementation Phase								
Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders
3.2			✓		SDS	Job creation, skills development, skilled workforce with transferable skills	None – staffing Possible SDS	City Growth, PACE, DWP, AGCC, Scot Gov, UK Gov – Public Sector partners NESCol
3.3	✓				Capital Procurement Services	Skills/ Training outcomes Community Benefits needs realised	None	ACC City Growth Aberdeen City Region Deal – BioHub, OGTC and Food Hub) SDS NESTRANS
3.4		✓			City Growth	Job creation Skills development Targeted CSR activity to support socio-economic recovery Opportunity for digital sector to enable new ways of working in long-term	Staff time	City Fibre DWP SDS Employability Training Providers Forum Community Planning Partnership
<b>4. Workforce Development</b>								
4.1		✓	✓		NESCol	Ensuring local people gaining skills around new opportunities in delivery of Net Zero Vision	Possibly ESF employability (see 5.1).	ACC Schools, City Growth Centre for Energy Transition (UoA); ONE, SDS, OGTC, DWP
4.2				✓	People & Organisation City Growth	Boost employment prospects	Staff time	SDS, DWP, AGCC, public sector partners, Aberdeen University ACVO

Scottish Government Route Map –  
Implementation Phase

Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders
4.3 Adult volunteering scheme, enabling a whole system approach to volunteering to support people in need		✓	✓		ACVO	Boost employment prospects and tackle physical and mental health issues associated with unemployment. Support for people in need. Kinder communities	Capitalise on Covid community mobilisation, deliver service at minimal cost	ACVO/SCVO, GCAH, community orgs Employability and Skills team ACC City Events (Events 365)
4.4 Campaign to encourage hospitality workers to move into care sector, alongside upskilling provision		✓			SDS DWP Comms	Contribute to addressing care sector jobs  People in work, transferrable skills recognized	Staff time, NOLB/PESF funds for upskilling eligible candidates. Potential for DWP funds for training. Seek to avoid costs through media campaign rather than paid-for activity.	Bon Accord Care, ACHSCP, NHS Grampian, Scot Gov, NESCoI, Aberdeen Employability Training Providers' Forum
4.5 Careers in Aberdeen Public Sector - Upskill staff to enable progression across public sector as vacancies arise, opening entry level jobs				✓	City Growth People and Organisation	Skilled workforce, right people in right jobs, employee retention/loyalty, opportunities	Parental Employability Support Fund can be used for this.  Shared Workforce Development Officer with Aberdeenshire Council	Aberdeenshire Council, other public sector orgs – eg NHS, ACHSCP, Bon Accord Care, Sport Aberdeen, SDS, Police Scotland, Fire etc

Scottish Government Route Map –  
Implementation Phase

Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders
4.6 Digital skills challenge – Speak to industry to consider a pilot			✓		Customer	<p>Citizens with digital skills, access and ability to apply for jobs online, carry out digital roles in workplace, apply for and maintain benefits claims.</p> <p>Understanding of and ability to respond to changes in demand for and supply of labour in digital sector.</p> <p>Opportunity for digital sector to enable new ways of working in long-term.</p> <p>Reduced economic and social impact of poor connectivity.</p>	<p>Potential for Connecting Scotland monies.</p> <p>Need for devices, broadband/data costs.</p> <p>Corporate Social Responsibility</p> <p>Appeal for disused business kit</p> <p>SDS – online digital courses and skills funding</p>	<p>ACC Community Planning</p> <p>City Fibre/ Vodafone or other ISPs</p> <p>Business – AGCC</p> <p>SDS</p> <p>NESCoI</p>
4.7 Creation of local online jobs portal	✓				City Growth Aberdeenshire Council	<p>Access to jobs at all levels for city region residents, with links to employability and application support.</p> <p>Free promotion of jobs for businesses, with application support provided to applicants.</p> <p>Links people with employability teams and funded programmes.</p>	<p>None other than staff at this stage – Hanlon is providing free service. Potential for cost in future years, but split with Aberdeenshire Council and could be met via NOLB/PESF/ESF streams</p>	<p>ACC</p> <p>Aberdeenshire Council</p> <p>Training Providers</p> <p>Forums</p> <p>AGCC</p>

Scottish Government Route Map –  
Implementation Phase

Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders
4.8 Joint promotional campaign about learning opportunities		✓			NESCol	Joined-up approach to ensure agreed collective messaging about learning and training opportunities is promoted. Access to education. Skilled workforce.	None	ACC SDS Schools NESCol University of Aberdeen RGU Business Gateway Aberdeenshire Council Aberdeen Employability Training Providers Forum
4.9 Make the case for the need for additional funding for employability support for Aberdeen from the Scottish Government reflecting combined economic impact of Covid-19 and the oil and gas downturn on jobs.		✓			City Growth	Availability of funding to enable employability support to increased numbers of people in need of it	Staff time	Scottish Government Aberdeen City Council

Scottish Government Route Map – Implementation Phase								
Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders
<b>5. Wellbeing Support</b>								
5.1	Secure and use ESF Employability and Poverty and Social Inclusion funds	✓			City Growth	Funding secured to deliver early stage engagement, financial and employability support. Skilled workforce	Need for match-funding, potentially could be partially realised through staff costs and NOLB/ PESF funds	ACC, Scottish Government, European Commission
5.2	Hardship fund managed by Lord Provost's Charitable Trust. <a href="https://www.aberdeencovid19.org/">https://www.aberdeencovid19.org/</a>	✓			Communities	Charities providing support to individuals and communities in need have immediate access to funds to do so.	£189,921 at the time of writing. Fundraising ongoing.	Third Sector Lord Provost's Charitable Trust Seven Incorporated Trades, Hampton Associates
5.3	Partnership between Community Planning Aberdeen and Business in the Community to align corporate social responsibility to areas of need	✓			Community Planning	Building on work initiated before the pandemic to align support from responsible businesses across Aberdeen to LOIP/ areas of need	Minimal (costs relate to staff time and future engagement events)	AGCC Community Planning Aberdeen Business in the Community Aberdeen member organisations (TBC) Individual partner organisations (e.g. Shell)
5.4	Process for providing food to people in food insecurity through CFINE and advice delivered on free school meals	✓			Communities	Supports LOIP Stretch Outcome that no one will go without food due to poverty	Zero External funding team to support organisations to access funds for this activity	CFINE ACC

Scottish Government Route Map –  
Implementation Phase

Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders
5.5 Crisis Line/ Single Access Point for Vulnerable People in need	✓				Customer	Single access point for people vulnerable to harm as a result of Covid19  Emotional support	A proportion of the cost would come from HRA / IJB.	ACC/ ACHSCP
5.6 Roll-out of Mental Health First Aider scheme across public sector family, ALEOs and contractors. Add it to contract/tendering requirements so businesses benefiting from public sector money have to have something similar in place.			✓		People & Organisation	Emotional support for people at risk of self-harm	Staff time to identify organisations and support them to secure funding to deliver. Flexible Workforce Fund is currently used by ACC.	Public Sector organisations ALEOs Procurement service CPP ACHSCP
5.7 Introduce training for all front-facing staff/all staff on self-harm/suicide indicators and steps to take to protect people.			✓		People & Organisation	Early identification of potential harm to individuals Prevention of harm to individuals	Staff time to identify organisations and support them to secure funding to deliver.	ACC Customer Trades Unions

Scottish Government Route Map –  
Implementation Phase

Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders
5.8 Develop suite of suicide prevention measures to include: development and roll-out of suicide prevention app across NE councils; creation of suicide prevention team across three NE councils; creation of Lived Experience network or panel which influences suicide prevention activity, programmes and policy work and which supports, upskills and engages meaningfully and regularly with panel members; and increased promotion of availability of mental health support for adults.		✓			Communities Aberdeenshire Council Moray Council	<p>Range of suicide prevention activities carried out across NE. Reduction in number of suicides.</p> <p>Lived experience is part of thinking and development of suicide prevention and self-harm activity Emotional support for people at risk of self-harm as a result of ongoing/new mental health issues linked to Covid, unemployment, financial woes, etc</p>	£88,000 per annum, split across the three councils	ACC NHSG ACHSCP Police Scotland Moray Council Aberdeenshire Council



Scottish Government Route Map –  
Implementation Phase

Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders
5.9 Increased support for victims of domestic abuse, improved and quicker access to counselling services		✓			Communities	Reduction of harm to adults and children. Reduction in no, of domestic abuse incidents. Better reporting of incidents and better outcomes for victims.	Pathways has secured some funding for counselling.	City Growth – External Funding Housing, AHSCP, Children’s Social Work Police Scotland NHS Grampian Pathways Cyrenians Grampian Women’s Aid
5.10 Restructuring of individual debt to council, including housing, council tax and pre-existing penalty charge notices to reflect ability to pay post-Covid impact – but kept under review to reflect potential positive changes in individual’s financial situation.		✓			Communities	Citizens able to pay debt in manageable amounts, reduced impact on mental health, reduced poverty, reduced reliance on high-interest loans.	Staff time	Governance Customer Finance Financial Inclusion Team
5.11 Instigate a Benefits Awareness Take Up Campaign, couple with increased promotion of/access to debt management support and counsellors		✓			CFINE	Citizens accessing all of the benefits they are entitled to, reduced poverty, reduced debt levels, reduced reliance on high-interest loans, reduced impact of debt on mental health.	Potential for PSI funds, lottery or other external funding stream	ACVO Third Sector DWP PACE ACC Communities CAB

Scottish Government Route Map – Implementation Phase									
Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders	
5.12	Creation of community food officer post to deliver the Food Growing Strategy			✓	Environmental Services	Additional resilience through local food growing schemes, access to green and open spaces, improved physical and mental health, development of skills and confidence, access to low cost food	Repurposing of Housing Revenue Account to cover staff costs	ACC – Environmental Services, Environmental Policy, Housing, Assets, CFINE.	
5.13	Promotion of city's parks and open spaces, including nature sites and routes to them, as well as activities available in them.		✓		Comms	Improved mental and physical health, increased use of open spaces, local tourism boost, may attract tourists from further afield. Promotes Aberdeen as a destination.	Staff time	Countryside Rangers Environmental Policy Team Environmental Services NESBREC NESBIP Visit Aberdeenshire Friends groups	
5.14	Citizen Engagement exercise to record sights and sounds linked to city's parks and open spaces, including nature sites to bring the outdoors indoors. Creation of 'virtual' tours of these spaces		✓		Comms	Citizen engagement, increased sense of public 'ownership' of and care for public spaces. Physical and mental health benefits for 'recorders' alongside associated benefits for those who can't access these areas for health or other reasons.  Greater awareness of/improved biodiversity and improved reporting of local wildlife.  Promotion of Aberdeen as a destination.	Staff time	Countryside Rangers Environmental Policy Team Environmental Services Digital / GIS NESBREC NESBIP Visit Aberdeenshire Friends groups Aberdeen Together	

Place Theme - Rescue Plan ACTIONS 2020/21

Scottish Government Route Map – Implementation Phase									
Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders	
<b>1. Safe Zones – Social Distancing</b>									
1.1	Creating Space to Move and Enjoy	✓	✓	✓		Strategic Place Planning	<p>Public health, Placemaking, Design</p> <p>Provide a safe operating environment and conditions for business and public spaces (parks, paths, etc.) to adapt to Covid 19</p> <p>Reduced traffic volumes; Increased air quality &amp; health</p> <p>Use potential public art and other design led methods to provide an environment that is attractive, welcoming and engaging.</p>	<p>SUSTRANS bid</p> <p>Potential for other SG Funding (e.g. Town Centre Resilience Fund)</p> <p>Staff time</p>	<p>Capital City Growth Environmental Policy &amp; Services</p> <p>NHS Grampian</p> <p>Nestrans</p> <p>VisitAberdeenshire</p> <p>Aberdeen Inspired Traders Associations</p> <p>Local Residents</p>
1.2	Supporting the above, waive policy street occupation consents – changes to facilitate physical distancing – see 1.4 and 2.2 Under Business Theme Plan	✓				Strategic Place Planning	<p>Flexibility of regulatory systems to accommodate physical distancing rules and Spaces for People project</p> <p>Maintain revenue stream for businesses in lockdown transition period</p>	None – staff time	<p>City Growth Roads</p> <p>Aberdeen Inspired</p> <p>Grampian Food Forum</p>

Scottish Government Route Map – Implementation Phase								
Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders
1.3 Reopen Gallery as priority venue – allows socially distant visits due to capacity / one-way options			✓		City Growth	<p>Emphasise safe visits / space available / social distancing / trained &amp; welcoming staff</p> <p>Share digital map showing route/ expected time/“free movement” areas/strict one-way routes – helps prepare visitors (explain way in which safe occupancy figures were calculated)</p> <p>Options for limited opening hours to start with to be explored. E.g 11-4 each day.</p> <p>Queueing system on street - (consider) timed free tickets to special exhibition and/or entry to the Gallery</p> <p>Focus on family audiences - downloadable / printable family tours / resources available on our website</p> <p>Smartify family tour - Socially-distanced family activities in the Cowdray Hall</p>	<p>No increase in staff costs – reallocated staff from other areas of service if required</p> <p>Expanding +music/ Smartify offer – costs tbc</p>	<p>Corporate Landlord Elior – Catering</p> <p>Commercial sponsors and funders</p>



Scottish Government Route Map –  
Implementation Phase

Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders
1.4 Review AAGM Estate – potential closure of Tollbooth; Reduced Maritime Museum; close Treasure Hub for General Tours		✓			City Growth	Resolution of small spaces and tourism  Reduced opening/ private pre-sales  Exclusive pre bookings	Impact on income generation	Visit Aberdeenshire Aberdeen Inspired
1.5 Update Aberdeen Event Guide on best practice		✓			City Growth	Manage and control external event bookings in order to ensure that there is a balance of the City Centre returning to businesses as (Almost) usual whilst the event industry looks to recover.  Events delivered in-line with best practice around social distancing and hygiene factors to ensure public confidence.	Within existing resource	Aberdeen Safety Advisory Group Events365 Group
1.6 Review management and maintenance of green/ open spaces for social distancing, wildlife & costs (review grass cutting regimes / tree planting / biodiversity / etc.)			✓		Environmental Services	Protect / improve physical & mental health with safer access to outdoors and connection to nature Increase wildlife Reduced costs of management	Cost savings through reduced maintenance	Assets North East Scotland Biodiversity Partnership

### Scottish Government Route Map – Implementation Phase

Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders
<b>2. Transport</b>								
2.1	Bike Hire Scheme			✓	Strategic Place Planning	Health Benefits Lower emissions higher air quality Encourage use of green transport. Allow access to active travel opportunities for all our citizens	Transport Scotland Ebike fund	VisitAberdeenshire Aberdeen Inspired
2.2	Tourism Car Parking Ticket – new product to support domestic tourism and hotels		✓		VisitAberdeenshire	Capitalise on likely mode of travel for inbound tourists	Impact on income generation to be assessed	Operations to produce Aberdeen Inspired
2.3	Additional Cycle Parking / hubs			✓	Strategic Place Planning	Encourage active travel into the city centre and to key locations 10 locations have been identified	Budget amendment Civitas PORTIS waiting approval from EU Commission Project Officer to implement	VisitAberdeenshire Aberdeen Inspired
2.4	Smart Journey Planning Tool		✓		Strategic Place Planning	Can investigate gamification which in turn can potentially encourage purchase of local food and beverages, as well as advertisement of local events. Investigate inclusion of digital trails to encourage journeys to city centre and local shopping. (Would require additional budget to implement)  Longer-term development of connected vehicles and Mobility as a Service (MaaS) which could allow purchase of ticketing through app and encourage multi-modal journeys.	Budget from Civitas PORTIS to develop app however any additional features or functionalities will require additional budget	City Growth Co Design Users VisitAberdeenshire

Scottish Government Route Map –  
Implementation Phase

Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders
<b>3. Shop, Visit, Eat Local</b>								
3.1	Campaign to maximise opportunities from local market – Aberdeen as a safe destination		✓		VisitAberdeenshire	<p>Promotion of local creative practitioners – eg creative space for artists;</p> <p>Buy AAGM and local independent produce using mobile device &amp; pick up at Art Gallery shop</p> <p>Drive footfall to gallery and establish as hub for independent arts community</p> <p>Increased footfall and dwell time in city centre</p> <p>Physical distancing compliant product development –</p> <p>Marketing campaign highlighting how to spend a day <u>safely</u> in Aberdeen</p>	See Business Theme Actions	<p>City Growth</p> <p>Aberdeen Inspired</p> <p>Culture Aberdeen</p> <p>VisitScotland</p> <p>FSB</p> <p>Aberdeen Hotels Association</p> <p>Aberdeen Journals/</p> <p>Abzolutely</p>
3.2	Conversion of Digital uptake into footfall at the Art Gallery – streaming services eg Cowdray Hall			✓	City Growth	Promotional Visits	Within HLF support	<p>ACC Digital</p> <p>VisitAberdeenshire</p> <p>VisitScotland</p> <p>Culture Aberdeen</p>
3.3	Gallery retail space expanded (sacrifice collection display space) – managed inhouse		✓		City Growth	<p>Shop local</p> <p>Gallery visits</p> <p>Link to 4.2 below</p>	Within existing AAGM budget	<p>Culture Aberdeen</p> <p>Creative producers</p> <p>Lottery Funding</p>

Scottish Government Route Map – Implementation Phase									
Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders	
3.4	Develop digital City Centre & Open Space Tours – eg Nuart, heritage walking tours, coast & country, talking statues (convert offer planned for guided walks to digital offer)				✓	VisitAberdeenshire	Promotional Footfall to different city centre precincts	None	Aberdeen Inspired City Growth – Art Gallery
<b>4, Economic Strategy, Net Zero Vision, City Centre Masterplan – Leading to Recovery phases</b>									
4.1	Net Zero Vision & Strategic Infrastructure Plan – Governance		✓			City Growth	Lobby and promote the Vision and the ambition of the city ‘as one’ to the UK Government and the Scottish Government, making clear the scope and scale of the transition opportunity in Aberdeen and its contribution to UK and Scottish climate change targets.	None	Net Zero Vision Board members
4.2	Scotland’s Energy Transition Zone Business Case – including the ETZ Training & Jobs Plan	✓				City Growth	Business case for phase 1 of ETZ	Within existing resources	Torry Locality Planning & Lochside Academy  NESCoI, SDS, ONE
4.3	H2 Aberdeen Business Case		✓			City Growth	Business case for H2 Hub and Bus Projects	Revenue budget/ SG funding	Scottish Enterprise Scottish Government Private sector
4.4	Review the pilot project on City Centre Living and the affordable housing waiver.			✓		Strategic Place Planning	Increase in city centre living opportunities and increased city centre population to support activity and retail.	Staff time	Strategic Place Planning Developer industry

Scottish Government Route Map –  
Implementation Phase

Action	One	Two	Three	Four	Lead	Outcome	Financial Implications	Stakeholders
4.5 Events 365 / AAGM Exhibition Programme – spread out of events – curation of events & exhibitions to different zones of the city, including open spaces				✓	City Growth	Manage and control external event bookings in order to ensure that there is a balance of the City Centre returning to businesses as (Almost) usual whilst the event industry looks to recover.	None	Aberdeen Safety Advisory Group