

Private Document Pack

ADDITIONAL CIRCULATION



Community Planning Aberdeen Board

The undernoted items are circulated in connection with the meeting of the **COMMUNITY PLANNING ABERDEEN BOARD** to be held here in the Town House on **WEDNESDAY, 16 SEPTEMBER 2020 at 2.00 pm.**

B U S I N E S S

STRATEGIC BUSINESS

4.1 Socio Economic Rescue Plan Progress Report (Pages 3 - 22)

Should you require any further information about this agenda, please contact Emma Robertson, tel. 01224 522499 or email emmrobertson@aberdeencity.gov.uk

This page is intentionally left blank



Community Planning Aberdeen

Progress Report	Socio Economic Rescue Plan 2020/2021
Lead Officer	Richard Sweetnam
Report Author	Ishbel Greig
Date of Report	11 September 2020
Governance Group	CPA Board – 16 September 2020

Purpose of the Report

To update CPA Board on the progress towards delivery of the Socio Economic Rescue Plan.

Summary of Key Information

1 BACKGROUND

- 1.1. The [Socio Economic Rescue Plan 2020/2021](#) was approved by Aberdeen City Council (ACC) and CPA on 30 June and 1 July respectively.
- 1.2. It was agreed that for each of the three themes, an officer of the Council coordinates implementation of each action across partners. The following were proposed to provide day-to-day guidance on delivery:
 - Business – Ishbel Greig
 - People – Angela Taylor
 - Place – Mark Bremner

2 CURRENT POSITION

- 2.1. The Implementation Group has met on 24 July 2020 and 17 August 2020 and will continue to meet on a four weekly basis to the 31 March 2021. The Group is attended by officers of ACC and representatives of CFINE, FSB, AGCC, VisitAberdeenshire, Scottish Enterprise, Business Gateway, Skills Development Scotland, ACVO, Aberdeen Inspired, NESCOL and Culture Aberdeen.
- 2.2. It reviews progress towards delivery and a tracker for each theme has been set up according to action, update, LOIP Link and Status (Red, Amber, Green).

NEXT STEPS

Coinciding with each progress report to the Implementation Group, updates will be provided to the CPA Management Group and Board via the progress tracker.

Recommendations for Action

It is recommended that the Board:

- i) Note the progress of the Socio Economic Rescue Plan through the progress tracker provided in the appendix.

Opportunities and Risks

The Plan and Governance provides an opportunity for a coordinated city-wide Partnership response to the impact of Covid-19. The actions aim to provide as much support to businesses in the immediate response to Covid-19 and to mitigate where possible against permanent job losses in the city. The proposals aim to support health and wellbeing outcomes in the Children & Young people and Adult stretch outcomes. The proposals support the poverty and active travel stretch outcomes.

Consultation

The following people were consulted in the preparation of this report:
Socio Economic Rescue Plan Implementation Group

Background Papers

[Socio Economic Rescue Plan](#)

Contact details:

Name	Richard Sweetnam
Title	Chief Officer – City Growth
Email Address	rsweetnam@aberdeencity.gov.uk
Tel	07753 895034

SocioEconomic Rescue Plan: Business theme

	On track
	Being Monitored
	Needs intervention

Ref No	Action	Lead	Outcome(s)	Update August	Update September	Status	Output Measurers
1 General Response							
1.1	Covid-19 Business Loans Programme	Andrew Stephen - ACC	Working capital loans to business to support 'trading out' of current crisis	Liaising with BLS on their marketing campaign and local marketing campaign will then be developed.	New media material became available on 04/09, liaising with ACC Comms team to develop a local comms plan	On track	No of meetings with potential applicants No of succesful BLS applications in Aberdeen
1.2	Aberdeen City Council Business Charter	Richard Sweetnam - ACC	Supportive business environment for companies in the city	Approved at Committee 30/6/20.	Being embedded across service redesigns in ACC	On track	
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	David Dunne - ACC	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	Spaces For People Programme (£1.76million) is well underway with measures implemented in the City Centre, Rosemount, Torry and George Street. Scooter and cycle parking have been procured for schools across the city and will be implemented shortly. Measures are currently being implemented for the Beach Esplanade and designs are being finalised for the Hazlehead to City Centre Active Travel Corridor. Advice is in place for the public and businesses, with a process in place to support licensing applications for outdoor cafes. Information on this can be found https://www.aberdeencity.gov.uk/services/coronavirus-covid-19/spaces-people-including-city-centre	Officers from Planning, Roads and Licensing continue to engage with, and review proposals from, businesses interested in operating temporary Outdoor Seating Areas. An Occupation Plan for the Belmont Street Area has recently been completed to actively assist businesses in this area. Footway extensions / parklets have also been installed at a number of locations across the City Centre and are proving to be popular and well used. A number of businesses have "adopted" parklets near to them in order to provide additional outdoor seating for customers.	On track	
1.4	'Shop, Visit, Eat Local' – consider loyalty card scheme/ app	Chris Foy - 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.	<u>VA</u> Campaign suspended during local lockdown. Options under consideration to restart with a refined message at an appropriate time. <u>AGCC</u> North East Now - In the six weeks since it launched, the initiative garnered more than 1,700 followers across social channels with the website viewed more than 12,000 times. Working with media partners we staged a 'Power Hour' during launch week. This asked organisations of all sizes and sectors to participate with a simple, visual message on social media, with the resulting traffic seeing North East Now trend top on Twitter, sending a clear message out to the UK about the Aberdeen city region being open for business. Individual businesses and other business-focused membership organisations across the region were provided with a digital toolkit sharing logos, social graphics and newsletter articles to increase engagement; and the Chamber has made presentations to business associations representing towns across Aberdeenshire to support the work they are doing to promote their local firms and increase exposure. Work is currently underway to expand the hub content to include more B2B content and opportunities, with plans progressing for a week-long campaign incorporating more online events and activities with our media partners.	<u>VisitAberdeenshire</u> 'Rediscover' campaign targeting audiences in AB postcodes will be restarted in the run up to the half term holidays. Paid-for media and PR activity. <u>AGCC</u> North East Now has continued to gain traction with the website views over 12,600 since it launched in June. Social media posts have reached more than 16,000 with in excess of 2,000 followers across the four main channels. The success of North East Now's 'power hour' in June saw the region dominate social media and promote the region being open for business. Lots of organisations took part but with even more having subsequently reopened their doors, combined with the impact of the local Aberdeen lockdown, the partners created Power Week. A cross-media campaign running from September 7-13, it saw daily press coverage providing positive profiling opportunities, brand exposure and significant social traffic. The initiative was also the subject of a parliamentary motion commending the partners and their work to support local businesses An Aberdeen specific campaign will go live prior to that targeting audiences elsewhere in Scotland and NE England. This video-led campaign will be a temporary departure from VA's 'one destination' marketing strategy in response to the reputational impact of the local lock down. VA in dialogue with stakeholders over content.	On track	

1.5	Tourism Business Recovery Programme	Chris Foy - VisitAberdeenshire	<p>A tiered approach. In-depth business programme for small numbers that achieves tangible outcomes; one-to-one product development advice; to oneto-many workshops; industry network building and community engagement.</p>	<p>In depth interviews conducted with 40 businesses (City & Shire) during July to understand their challenges and business needs and to inform the content of the programme which will deliver 1to1 tailored, in-depth support. Pace was dictated by availability of businesses during a month when they were operationally focussed in the lead up to and immediately after reopening.</p> <p>The insights and data gathered has been analysed to identify patterns and synergies and inform programme content delivery . In addition, work has been undertaken to identify current provision across agencies (incl Business Gateway) to ensure a focus on added value with no duplication.</p> <p>ITQs are being drawn up for programme areas where external specialists are required and ITQs will start to be issued this week</p> <p>Delivery of the 1to1 programme will start early September, the one to few programme will start late September, and one to many programme has been ongoing since May.</p> <p>Programme content includes finance, marketing/digital marketing, target customers, insights, product development, working with intermediaries and sustainability.</p>	<ul style="list-style-type: none"> •VisitAberdeenshire 4th insights webinar delivered to 45 local businesses on 8 September. •This included outcomes from specific research into the impact of local lockdown on propensity to visit the city. •Contracting of external suppliers for aspects of the programme has begun 	On track	No of businesses assisted through recovery programme
1.6	Business Gateway Recovery Programme	Andrew Burnett - Business Gateway	<p>'SME Redundancy to Recovery Programme' of 121 business advice - Sales & Supplier Recovery, Continuity Planning, Digital, Leadership, H&S & Risk assessment and HR</p>	<p>We have delivered several COVID focussed business recovery events to date through July. These covered Health & Safety, Leadership, Business Continuity, Digital Recovery, Sales Recovery and while mostly one to many format, we did arrange for 1-2-1 sessions where required.</p> <p>We've developed a Redundancy to Recovery Programme encompassing 4 x 1 hr webinars and to date have run these over three dates. So far 83 people have attended. We're still anticipating a significant wave of redundancies to come in conjunction with the conclusion of furlough scheme and so have further sessions planned for 28th August, 11th September and 25th September. We'll add more if demand is increasing. Everyone who attends an event will be assigned a Business Adviser who will pick up on their individual situation and to help plan out a business idea. If local partners could assist in raising awareness of these events by sharing some of the following promotion.</p> <p>https://www.linkedin.com/posts/bgatewayacs_startingabusiness-redundancysupport-connectwithus-activity-6697168535027781632-Xi41</p> <p>https://www.facebook.com/watch/?v=946257409173712</p>	<p>We have delivered several COVID focussed business recovery events to date through July. These covered Health & Safety, Leadership, Business Continuity, Digital Recovery, Sales Recovery and while mostly one to many format, we did arrange for 1-2-1 sessions where required.</p> <p>We've developed a Redundancy to Recovery Programme encompassing 4 x 1 hr webinars and to date have run 8 workshops over 2 months with 115 people attending so far. We're still anticipating a significant wave of redundancies to come in conjunction with the conclusion of furlough scheme and so have further sessions planned for 11th September (38 booked) and 25th September. We will continue to run 2 Redundancy to Recovery days each month for the rest of this year. Additional ones will be added if demand exists. We've also created a Business Gateway Emerging Minds series as a spin off from Redundancy to Recovery aimed at young people and targeting students coming out of colleges and the universities and any young person under 30 yrs out of work. We'd ask for local partner help in promoting. Everyone who attends an event will be assigned a Business Adviser who will pick up on their individual situation and to help plan out a business idea. If local partners could assist in raising awareness of these events by sharing some of the following promotion.</p> <p>https://www.linkedin.com/posts/bgatewayacs_startingabusiness-redundancysupport-connectwithus-activity-6697168535027781632-Xi41</p> <p>https://www.facebook.com/watch/?v=946257409173712</p>	On track	<p>No of businesses attending redundancy to recovery programme</p> <p>No of webinars run</p>

1.7	Business Resilience Group Invest Aberdeen Advisory Board	Richard Sweetnam - ACC	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	<p>Business Resilience Group</p> <p>Led by Aberdeen City Council, the business resilience group was established in response to COVID-19 and the unprecedented challenges this presented to the regional, national and international economies. The group is made up of various local and national partners and stakeholders and acts as a forum to share knowledge and updates, for stakeholders to raise any issues or concerns with the local authority, and identify ways to mitigate the impact of COVID-19. It was agreed following the closure of the business support grants and a move into the 'recovery' phase that group would move to focus on recovery, meeting every 2 weeks. However, in light of the local lockdown placed on Aberdeen on 5th August, the group reconvened for a special meeting with Cabinet Secretary Fiona Hyslop and the Chief Medical Officer for Scotland. The group is attended by representatives from:</p> <ul style="list-style-type: none"> • Aberdeen City Council • Aberdeenshire Council • Invest Aberdeen • Aberdeen Inspired • VisitAberdeenshire • Aberdeen & Grampian Chamber of Commerce • Business Gateway/ Elevator • ESB • Scottish Enterprise • Skills Development Scotland • Aberdeen Hotels Association 	<p>As per August Update. Officers continue to work closely with all members of the Business Resilience Group and another meeting is due to be held in mid-September.</p> <p>The Invest Aberdeen Advisory Board is due to meet again at the end of October (date tbc).</p>	On track	<p>Link to Aberdeen Prospers LOIP project, project lead</p> <p>No of resilience group meetings</p> <p>No of IA Advisory group meetings</p> <p>No on advisory Board</p> <p>No of new enquiries through board</p>
1.8	Positive Procurement Programme	Mel Mackenzie - ACC	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.	<p><u>Strengthening local supply chains:</u></p> <p>Renewal of membership with SDP – provide additional support generally re training on winning business through tendering etc. Plan being developed on events during 20/21 (including specific future opportunities events) dates to be agreed.</p> <p><u>Community Benefits/Social Value Outcomes:</u></p> <p>Community Benefits process embedded in terms of Sustainable Procurement and Community Benefits Policy. Community Benefit Project Plans contain proportionate and relevant clauses in terms of apprenticeships and work experience placements. Opportunities for care experienced persons promoted. CITB can be consulted for advice on suitable quantities per project the market will support. Job security can be addressed through Fair Work Practices considerations which include provisions on encouraging payment of Real Living Wage to the extent permitted by law and gender pay gap considerations. These CB outcomes routinely utilised in Council led procurements and where the Council is not the contracting authority e.g. City Region Deal context, Hub North or Scottish Futures Trust.</p>	<p><u>Strengthening local supply chains:</u></p> <p>CPSS exhibited at the Supplier Development Programme (SDP) Meet the Buyer North 2020 Virtual Event. Head of CPSS presented and hosted a live Q&A Session, Category Management Team hosted a virtual stand - and held 1:1 meetings throughout the day with Suppliers, statistics for the event shown below:</p> <p>Meet the Buyer North 2020: Live Virtual Event – In Numbers</p> <p>1,606 registrations in total</p> <p>825 actual attendees in total, made up of 684 suppliers (from 590 unique businesses) and 141 buyers/exhibiting staff. Breaking this down further, there were 346 Scottish SME attendees from 316 unique Scottish SME businesses.</p> <p>Through the 1-2-1 exhibitor meetings on the portal, we collectively achieved 11,000 minutes of interaction.</p>	On track	Link to Aberdeen Prospers LOIP projects
1.9	ACC Key Account Management	Emma Shanks - ACC	Regular engagement with local businesses by ECMT Relationship management with local business community and key employers		ACC City Growth and Customer teams are speccing out the administration of Key Accounts; SE contributing to ensure coordination with its account management	On track	<p>No of KAM businesses engaged with</p> <p>No of meetings held</p> <p>No of KAM businesses engaged with SE</p>
2 Tourism, Leisure, Hospitality							
2.1	Extend planning rules for restaurants to keep up deliveries	David Dunne - ACC	Flexibility of regulatory systems to accommodate physical distancing Maintain revenue stream for businesses in lockdown transition period	<p>Spaces For People Programme (£1.76million) is well underway with measures implemented in the City Centre, Rosemount, Torry and George Street. Scooter and cycle parking have been procured for schools across the city and will be implemented shortly. Measures are currently being implemented for the Beach Esplanade and designs are being finalised for the Hazlehead to City Centre Active Travel Corridor. Advice is in place for the public and businesses, with a process in place to support licensing applications for outdoor cafes. Information on this can be found https://www.aberdeencity.gov.uk/services/coronavirus-covid-19/spaces-people-including-city-centre</p>	Officers from Strategic Place Planning continue to review Scottish Government guidance on this matter. Many public houses and restaurants do not currently have planning permission to operate as takeaway premises selling food and drink for consumption outside the premises. Given the exceptional challenges facing the City it is however vital that support is offered to these businesses to allow them to maximise opportunities to maintain a revenue stream and avoid potential closure and loss of small businesses. The Planning Authority is therefore keen to act in a proportionate manner.	On track	

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	David Dunne - ACC	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	Spaces For People Programme (£1.76million) is well underway with measures implemented in the City Centre, Rosemount, Torry and George Street. Scooter and cycle parking have been procured for schools across the city and will be implemented shortly. Measures are currently being implemented for the Beach Esplanade and designs are being finalised for the Hazlehead to City Centre Active Travel Corridor. Advice is in place for the public and businesses, with a process in place to support licensing applications for outdoor cafes. Information on this can be found https://www.aberdeencity.gov.uk/services/coronavirus-covid-19/spaces-people-including-city-centre	Officers from Planning, Roads and Licensing continue to engage with, and review proposals from, businesses interested in operating temporary Outdoor Seating Areas. An Occupation Plan for the Belmont Street Area has recently been completed to actively assist businesses in this area. Footway extensions / parklets have also been installed at a number of locations across the City Centre and are proving to be popular and well used. A number of businesses have "adopted" parklets near to them in order to provide additional outdoor seating for customers.	On track	
2.3	Creative Business Resilience Support - Outdoor exhibitions/ drive in events/ shows (City Centre / Neighbourhoods / Beachfront / Parks) that can provide social distancing	Duncan Cockburn - Culture Aberdeen	Preparing creative/cultural businesses for post Covid-19 environment Building balance of content for digital and physical experiences.	This will be raised at the next culture Aberdeen meeting.	Culture Aberdeen group has undertaken research through it's Network to identify the challenges the sector faces in respect to survival and eventual recovery. This work has included mapping the 'cultural ecology' to better understand co-dependencies and sector needs. Network are also holding best practice sharing sessions in regards to adapting activities for venues reopening or shifting to online activity.	On track	
2.4	Information, Advice & Guidance on physical distancing for tourism sector	Andrew Morrison - ACC	Specifically raised by businesses in response to VA survey	Ongoing support provided to tourism, leisure and hospitality sectors during local lockdown.	see 2.5	On track	No of emails , calls, questionnaires etc. completed by business
2.5	Information, Advice & Guidance on physical distancing for tourism sector	Andrew Morrison - ACC	Business Awareness on details – embed in FAQ	<p>Ongoing support provided to tourism, leisure and hospitality sectors during local lockdown.</p> <p>Advice and support to businesses has been beyond the need for physical distancing. It has included information on risk assessments enhanced hygiene measures, additional mitigation measures and other areas that need consideration before reopening – e.g. precautions regarding legionnaires disease and water systems that have been unused for prolonged periods.</p> <p>We have taken a 4 Es approach to the Covid-19 restrictions – Engage, Educate, Encourage and Enforce. Enforcement is a last resort only when other options have been exhausted. To date, only one prohibition notice has been served in Aberdeen (none in relation to tourism and hospitality sector).</p> <p>We have promoted SG guidance via e-mail, social media, updates to website etc.</p> <p>We have promoted the mechanisms for businesses to request advice and support</p> <p>We have been contacting businesses to discuss controls and offer advice</p> <p>We have been visiting establishments to provide support and advice in relation to the controls implemented, including the use of outdoor spaces and the reduction in physical distancing from 2 metres to 1</p>	Environmental Health and Trading Standards continue to provide support to businesses across a wide range of sectors. In relation to the hospitality sector an assessments of every hospitality business was undertaken to support the reopening of the sector. Higher risk establishments (social drinking) were assessed by means of a physical business and lower risk through an officer led telephone assessment. Approximately 550 businesses were assessed. 21 Scottish LAs assisted us with undertaking this activity. Two seminars were held for the sector and were attended by 200 delegates. The weblink to the seminars has been circulated widely for those unable to attend. Officers are continuing to support and monitor compliance with the requirements, including at weekends and evenings. Assessments also currently being undertaken for gyms and swimming pools. The new requirements announced by the First Minister on 10th September have been disseminated to the hospitality sector using the contact details gathered during the assessment exercise. Assessment of compliance with the new requirements will commence from Monday 14th September.	On track	

2.6	Pilot temporary green spaces/ markets – Pop Up	Innes Walker - Aberdeen Inspired	<p>Spread city centre occupancy across city centre, repurposing currently 'dead spaces'</p> <p>Explore/pilot other models –rooftop gardens, community gardens/urban growing projects (LOIP alignment)</p> <p>Market space option – where business physical premises are too restrictive reopening, a market /collection point could be an alternative</p>	<p>In early August 2020, the first parklet was delivered on Huntly street, Aberdeen. No formal media launch was held due to the announcement of 'local lockdown'. Construction of a 'Pocket Park' in the grounds of the St James's Church on Holburn Street will commence later this month with a completion date in early September when a media launch will be held to cover both installations.</p> <p>Aberdeen Inspired already administers a Civic Pride Programme which supports urban growing projects, across the BID area, and with initiatives such as 'Urban Bees'.</p> <p>Work is ongoing on other related projects, such as the 'Aberdeen Letters Project' with the AGCC, which will see a portable letters installation in a key part of the city centre, similar to those that have been successful focal points in other global cities. In addition, discussions are also ongoing with the Vanguard Group to develop ambitious projects which will complement the Spaces for People Project and create usable outdoor space that supports the return of footfall to the city centre.</p>	<p>Work has commenced on a 'pocket park' paid for by the Town Centre Fund and delivered by Aberdeen Inspired in partnership with Aberdeen City Council. This is currently under construction at St James's Episcopal Church, Holburn Street Aberdeen. On completion, it is anticipated that there will be a formal media launch of both this and the previously constructed 'parklet' on Huntly Street.</p> <p>Plans for other projects, including Nuart 2021 and several others will be discussed at the Aberdeen Inspired Board on 14 September</p>	On track	<p>No of new parklets</p> <p>Usage of parklets</p> <p>No of civic pride projects</p>
3. Job retention / creation							
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	Jamie Coventry - ACC	Support business growth Skills and training and improved employability	<p>This hasn't been started yet but an options paper on ABERDEEN CITY LOCAL LOCKDOWN – OPTIONS FOR ADDITIONAL BUSINESS SUPPORT - was sent to the CABINET SECRETARY FOR ECONOMY, FAIR WORK AND CULTURE on 7th August. It is to provide options to Ministers on what additional business support could be made available to hospitality businesses impacted on the decision to impose a local lockdown on Aberdeen City.</p> <p>Currently awaiting feedback on this.</p>	As per last month.	On track	
3.2	Grey Matters entrepreneurial training scheme for redundant executives	Andrew Burnett - Elevator	Supporting business start-up rates	<p>At the moment we are planning to deliver the programme online - hope to blend online and in person when safe to do so.</p> <p>Grey Matters also takes participants through a journey of discovering and developing themselves as well as any ideas they have or opportunities identified:</p> <p>DISCOVER - discover about yourself, your fellow cohort members discover idea generation, discover new opportunities, discover new markets, discover new ways of exploring ideas</p> <p>DEVELOP - coaching element – develop yourself, help develop your team develop the idea, develop the tools you use, develop a new approach</p> <p>DELIVERY - deliver the team how are you going to deliver the opportunity; what do you need to deliver, who/what help do you need</p> <p>Programme to commence Mon 2nd Nov</p> <p>As two cohorts will be running simultaneously we will have capacity for 40 participants in total.</p> <p>Register interest now for Grey Matters Programme: https://www.elevatoruk.com/accelerators/grey-matters/ Programme open to: Grey Matters supports experienced energy professionals who are ready to create high-growth, scalable businesses. You can apply if you have a well-defined idea, the beginnings of an idea or just know that you want to be part of creating something new. Information sessions (Eventbrite details pending) : Tuesday 15th Sept</p>	<p>At the moment we are planning to deliver the programme online - hope to blend online and in person when safe to do so.</p> <p>Grey Matters also takes participants through a journey of discovering and developing themselves as well as any ideas they have or opportunities identified:</p> <p>DISCOVER - discover about yourself, your fellow cohort members discover idea generation, discover new opportunities, discover new markets, discover new ways of exploring ideas</p> <p>DEVELOP - coaching element – develop yourself, help develop your team develop the idea, develop the tools you use, develop a new approach</p> <p>DELIVERY - deliver the team how are you going to deliver the opportunity; what do you need to deliver, who/what help do you need</p> <p>Programme to commence Mon 2nd Nov</p> <p>As two cohorts will be running simultaneously we will have capacity for 40 participants in total.</p> <p>Register interest now for Grey Matters Programme: https://www.elevatoruk.com/accelerators/grey-matters/ Programme open to: Grey Matters supports experienced energy professionals who are ready to create high-growth, scalable businesses. You can apply if you have a well-defined idea, the beginnings of an idea or just know that you want to be part of creating something new. Information sessions (https://www.eventbrite.co.uk/e/grey-matters-</p>	On track	<p>Link to Aberdeen Prospers LOIP project</p> <p>No of participants per cohort</p> <p>No of applications per cohort</p>

3.3	Local Export Partnership	Shane Taylor - AGCC	Supporting the resilience of existing exporters given uncertainty around business continuity Supporting and sustaining £15bn of annual export value	<p>No formal update on the partnership. AGCC is focusing on the resilience of existing exporters as we move towards the end of the transition period. We're currently aiming to host an International Trade Business Breakfast, focused on EU Exit, in Mid-Sept. We're organising two country briefings, Guyana + Norway, and a number of B2B meetings linked to those to facilitate export links between Scottish businesses and international peers, these have an emphasis on energy integration and delivering net-zero. The Norway session is hosted as part of ONS 2020, the Guyana session is in partnership with Georgetown Chamber of Commerce and Industry, both are part of the Scottish Chambers ITP2 programme – these are open to all businesses operating in Scotland. We're also focused on upscaling our ChamberCustoms service to support businesses with the new requirements linked to the end of the transition period, and will be hosting further events to inform businesses on the border & customs changes due to be enforced from the end of December.</p>	<p>Chamber not progressing the Local Export Partnership at the time.</p> <p>No formal update on the partnership as the Chamber continues to focus on the resilience of existing exporters and strengthening international connections as we reach the end of the transition period with the European Union. The chamber hosted a virtual Norway trade mission, free to attend for firms across the region, on 2 Sept which offered a comprehensive market briefing supported by a range of expert speakers and partnered by a range of organisations including Aberdeen City Council, AREG and the World Energy Cities Partnership. A further briefing is being hosted on 10 September focused on Guyana. Both briefings are supported by respective Chambers of Commerce – the Norwegian British Chamber and Georgetown Chamber of Commerce.</p> <p>The Chamber will be hosting a breakfast on the Future of International Trade on 16 September to outline the upcoming customs changes for UK firms trading with Europe, which are due to be introduced even if a successful agreement is reached on a future partnership. Linked to this, we continue to upscale our ChamberCustoms platform to ensure that we're ready to support businesses when new customs procedures are brought into force. Preparing firms for the end of the transition and the resilience of our international supply chains will be a major focus of chambers of commerce across the UK in the coming months as we move towards the conclusion of negotiations on the UK and EU's future partnership, and the significant changes that will bring to how we trade with Europe.</p>	On hold	
3.4	Elevator Centre for Entrepreneurship	Andrew Burnett - 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	The Centre remains closed for the time being pending government guidance on re-opening.	The Centre remains closed for the time being pending government guidance on re-opening. Training and advice are being delivered remotely.	On hold	<p>Link to Aberdeen Prospers LOIP project</p> <p>No of 'digitalboost' training sessions</p> <p>No of people / companies attending training</p>
3.5	Hospitality Apprenticeship North East scheme	Lorna Carnegie - ONE	Job creation in hospitality centre	<p>Prior to the localised Aberdeen City lockdown and closure of all pubs and restaurants the hotels had been preparing to reopen and bring their apprentices back into work. This may have been impacted by the re-introduction of a localised lockdown. The apprentices will therefore continue to complete their training online and work with Training Matters to achieve the necessary outcomes of this part of the course. The hotels along with Training Matters are working to redesign part of the programme to ensure that the apprentices miss as little of the practical experience as possible due to the disruption caused by COVID.</p> <p>To ensure the success of the next programme, due to start in September, the decision has been taken by the hotels to postpone the recruitment of the second cohort of apprentices until April 2021. This will allow the hotels to confirm their financial positions, their staffing commitments and ensure the longer term positions of the apprentices.</p>	<p>The localised Aberdeen City lockdown has now ended and all participating hotels are now reopened have brought their apprentices back into work.</p> <p>There is a HANE board meeting at the end of the month, at which point it will be decided whether to amend the programme to ensure the apprentices will not miss out on any part of the programme.</p> <p>Recruitment for the second round of the programme has begun, with new apprentices due to start in April 2021. A number of the participating hotels already have their apprentices lined up and will be inviting them to begin working at their hotels before the start date in April to allow them to settle in.</p>	On track	<p>Link to Aberdeen Prospers LOIP project</p> <p>No of apprentices on training programme</p>

SocioEconomic Rescue Plan: People theme

	On track
	Being Monitored
	Needs intervention

Ref No	Action	Lead	Outcome(s)	August Update	September Update	Status	Output Measures
1 Supporting Young People into Positive Destinations							
1.1	Positive Destination Planning Sessions	SDS - Nicola Graham; ACC - Lori Manson	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.	Pupils engaging well over the summer period to explore options beyond schools. Increased awareness of the apprenticeship family, NOLB and exploring college as a destination for those that have not previously considered this. Following Deputy First Minister's announcement of increased places in HE/FE we anticipate a large number moving on to FE/HE. Exploring case conferencing post school.	School leaver follow up is progressing well. Initial indicators shows that employment is significantly lower on 2018-19 leaver level and there are increases in those economically inactive (who will need more intensive support to be ready for the labour market). Plans are in place to set up a Post School Positive Destination Planning forum and schools are in process of being approached to set dates for School Positive Destination Planning meetings for this year.	On track	Link to ICS project
1.2	Tailored ACC & Scottish Children's Reporter Administration Internship for care experienced young people (LOIP Project Priority Groups into Public Sector Jobs)	People & Organisational Development - Lesley Strachan; City Growth - Angela Taylor	Good work experience CV improvement References Potential for some qualifications	Identification of managers to run pilot in ACC underway. SCRA internship on hold due to lockdown and alternative employability support being provided to intern meantime. Covid restrictions affect actual delivery, background planning work underway.	Young person who had been due to start internship with SCRA is being encouraged and supported to apply for other admin jobs, including modern apprenticeships as it is likely to be some considerable before she can start with SCRA. Employability support continues and if she secures work she will receive a period of in-work support. Should this young person secure employment we will seek to fill the SCRA internship with another Care Experienced Young Person, the internship opportunity remains but social-distancing is preventing it going ahead meantime.	On track	Link to Aberdeen Prospers project
1.3	Guaranteed job interview for ACC internships for care experienced young people (LOIP project priority groups into public sector jobs) where jobs are available	People & Organisational Development - Lesley Strachan; City Growth - Angela Taylor	Potential work experience; Feedback;	Guaranteed interview scheme for care experienced young people in place. Availability of it and value of ticking the box to be promoted to care experienced young people by social work, Employability team and training providers. Pre-application CV and interview skills support to be built into internships	Promotion of the Guaranteed Interview Scheme continues. Content of internships in development. Possibility of using UK Government Kickstart scheme and Scottish Government Youth Guarantee to provide paid, Living Wage, internships being explored, however full information on these schemes is not yet available. Also exploring options to incorporate accredited qualifications into any internships. A report on support to care experienced young people is going to the next meeting of ACC's Staff Governance Committee.	On track	Link to Aberdeen Prospers and Attainment and Transitions to Adulthood projects
1.4	Skills 4.0 – Review emphasis based on employability pipeline	Skills Development Scotland - Allison Carrington; NESCol - Robin McGregor	Shared understanding of skills required for local economy	Leads assigned, awaiting update	Working with local partners to identify groups most likely to be affected by Covid and potential short and long-term opportunities. Workshop held 26th August. Gathering data ahead of second workshop - date tbc.	On track	
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 - ? ; NESCol - Robin McGregor	Skills and training outcomes Employability	NESCol lead assigned	Work still to commence however Duncan Abernethy (NESCol Director of Business Development) is leading on the development of the NESCol part-time portfolio in response to regional recovery.	On track	Link to LOIP project - Young Women into Work

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	Aberdeen Foyer - Leona McDermid	Improved positive destinations	<p>Reboot are looking to expand the charter to Winter Term Leavers and take the positive destination planning meeting approach post school. Access to data has improved significantly which allows the group to widen the definition of Winter Leavers to encompass not only those with a statutory leave date but also those with an actual leave date between September and April who have chosen to leave. Data indicates that there are small numbers across all schools and isn't necessarily tied to one area Numbers registering as economically inactive are starting to increase across all schools and is expected to increase. Understanding Emerging options and work with summer leavers Positive Destination Planning introduced Nov/Dec 19 as a coordinated means of targeting those young people identified at risk of not achieving a positive destination. Includes Lori Manson, SDS, schools and others. School co-ordinates. The request is to have 4 per year at key points. There has been a spreadsheet created covering 10/11 schools across Aberdeen with an understanding of the more vulnerable pupils with the idea of having a more systematic approach in order to target resources better. As part of the the planning around early intervention the group need to understand how early intervention with S2 fits with the senior phase redevelopment. College option for early leavers - the group are looking at how to improve college outcomes and retention rates for those exceptional entrants – how can an early warning system help and/or could the Positive Destination planning approach to be taken with yp for college too? There also seemed to be a discussion on getting some assistance to reframe things for the purposes of the Project Charter and LOIP.</p>	<p>The picture is much the same as last month. Discussions are ongoing with a number of partner organisations as to the 'knowns' and 'unknowns' on school attendance, 'staying on', and youth employment and in light of the pandemic and industry downturn. Winter Leaver data from 2019 indicates that only 50% of young people in this cohort left due to their birth date, while more more left during term time too mainly between Oct to February. A 'named list' approach, use the Positive Destination planning meetings could be used in order to have a range of options available to prevent other young people slipping through the net. The project plan will need to be revised in light of the changing landscape and additional challenges presented. The Young Person's Guarantee (Youth Guarantee) and Kickstart may factor into this.</p>	On track	Link to Attainment and Transitions ICS Group
1.7	Session with DYWNE to explore how opportunities to bed emerging industries and skills into education system	DYW NE -Mary Holland; ACC Education - Alex Duncan	Identification of potential career routes for young people, postCovid.	Follow-up meeting held. Further discussions on potential pilot project with schools	<p>The pilot project framework has been further developed and DYW-NE is now in the process of identifying schools to partner on it. Hope to implement post-October holidays. Mapping to sectors and with employer-led practical projects will be focused on those sectors where it is anticipated that jobs will be available or which are known to be priorities for the region. This activity may include the entrepreneurial side also.</p>	On track	Potential link to Attainment and Transitions to Adulthood Group
2 Community Spaces							
2.1	Maximise Hubs in three priority areas Dee - Tullos Community Wing, Don - Tillydrone Community Hub, West Cummings Park Community Centre, using schools or community facilities as navigation of the benefits system	Children and Young People's Services - Graeme Simpson	Wrap around eg financial resilience, positive mental health and employability and extending support to families Regular 'case conferencing'	<p>. Approval from COG, commissioning 3rd Sector provider to support delivery to be presented to SCC on 25 Aug. DWP keen to be involved and to make bid for funding from national pot to support. Nature of DWP involvement to be discussed and confirmed, two strong suggestions meantime. Hubs will be virtual initially due to Covid risks/management, with access to service providers built in to it. Digital access to be provided in hubs. Will incorporate employability, financial support and advice, with financial health checks carried out on everyone as a matter of course - aligns with action 5.11 Hubs likely to begin operating in this way early Sept, and will move towards being physical in due course, when safe to do so. Food banks to be incorporated into the hubs. Planning progressing for Hubs to go live following decision of SCC on 27 Aug. Development will include collaboration with CFINE</p>	<p>Report to Strategic Commissioning Committee approved, third sector provider appointed. Initial meeting has taken place between lead officer,DWP, SDS, CFINE and ACC employability and lifelong learning teams to discuss involvement to ensure holistic approach in partnership with other teams, including mental health, social work, education, and ADP. Training and development support to be provided to all partners involved.</p>	On track	LOIP Mental Health and Wellbeing
2.2	Homelessness presentations and No One Left Behind - employability wrap around	Communities - Kay Diack; City Growth - Angela Taylor	Wrap around/ tailored approach to overcome personal challenges Improved employment prospects/ securing work and able to maintain tenancies	<p>ACC housing officers instructed to make referrals to employability support organisations when appropriate (usually once the immediate need has been addressed and customer has had a chance to settle and take stock). Referral levels to be monitored on an ongoing basis. Further discussions to take place. Meetings to be arranged with other homelessness services in the city.</p> <p>Recruitment of keyworkers to No One Left Behind (this activity independent of Rescue Plan) nearing completion and will complement services and support already in place. Referral monitoring ongoing. Need to link individuals to employability support at the right time being highlighted to housing officers.</p>	<p>Engagement with the housing managers and teams to encourage referrals to employability training providers and other support organisations is ongoing. This engagement will include a focus on the No One Left Behind strategy and links to housing, as well as sharing information about the level of anticipated redundancies and associated challenges facing the city.</p>	On track	Link to Aberdeen Prospers Project
3 Job Retention/Creation							

3.1	City Centre Apprentice Scheme - Assess feasibility to waive/reduce business rates as incentive for businesses taking on trainees in city centre sectors - retail, tourism, hospitality See Business Ref 3.1.	ACC City Growth -Jamie Coventry	Support business growth Skills and training and improved employability	An options paper on ABERDEEN CITY LOCAL LOCKDOWN – OPTIONS FOR ADDITIONAL BUSINESS SUPPORT - was sent to the CABINET SECRETARY FOR ECONOMY, FAIR WORK AND CULTURE on 7th August. It is to provide options to Ministers on what additional business support could be made available to hospitality businesses impacted on the decision to impose a local lockdown on Aberdeen City.	as per last month	On track	Link to Aberdeen Prospers Project
3.2	Employability schemes for office-based occupations being displaced	?	Job creation, skills development, skilled workforce with transferable skills	Lead body/person to be determined		not started	
3.3	Protocol on all capital and City Region Deal projects to create/secure jobs and apprenticeships	Capital - John Wilson; Procurement Service - Stuart Calderwood -Robby McTaggart	Skills/ Training outcomes Community Benefits needs realised	Community Benefits process embedded in terms of Sustainable Procurement and Community Benefits Policy. Community Benefit Project Plans contain proportionate and relevant clauses in terms of apprenticeships and work experience placements. Opportunities for care experienced persons promoted. CITB can be consulted for advice on suitable quantities per project the market will support. Job security can be addressed through Fair Work Practices considerations which include provisions on encouraging payment of Real Living Wage to the extent permitted by law and gender pay gap considerations. These CB outcomes routinely utilised in Council led procurements and where the Council is not the contracting authority e.g. City Region Deal context, Hub North or Scottish Futures Trust. In the case of Capital Projects the principles previously outlined continue to be implemented within tender documentation where it is feasible and practical. Employment opportunities which arise are predominantly a factor of the value (£) and construction timeline for delivery of a specific project or programme of similar construction themed projects.	As last month. Action likely to be closed, however two leads are on annual leave currently and so awaiting confirmation	On track	Positively impacts on economic, people and place based improvement/prosperity outcomes and National Performance Framework Link to Aberdeen Prospers Project
3.4	Work with CityFibre to capitalise on any potential job creation and training schemes resulting from its operations in the Aberdeen City Region, and on corporate social responsibility activities	City Growth - Wendy Robertson	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	Initial discussions have taken place with CF. We will be broadening this action to work with other contractors such as Openreach and SSE. Also working with SSE as part of the Full Fibre Infrastructure project. As part of the contract they will undertake the following. 5x Apprenticeships (employed from Aberdeen area or working on Programme) ,5+ Structured Work Placements (5 days – 8 weeks duration),Upskilling Workforce (professional courses to be taken by Programme team ,5x facilitated courses demonstrating accreditation) ,5x School Engagements ,5x Activities for Higher Education Students (including summer placement),Communities, Community Groups and Community Projects – SSE to commit 100h staff time to 3rd sector organisations, SME/3rd Sector Support – 4x meet the buyer events.	Discussions have taken place with CityFibre about local job creation and training schemes, as well as how this can be supported through ACC's employability programmes, as well as through other training provider schemes. There is a willingness to support young people as well as over 25s with little or no work experience into some of these roles. Discussions ongoing with Vodaphone about potential programme of virtual activities delivered to school pupils and other young people who have left school but are not in work or training, which could ultimately lead to some of them securing employment.	On track	Link to Aberdeen Prospers project
4 Workforce Development							
4.1	Energy Transition Skills Academy	NESCol - Robin McGregor	Ensuring local people gaining skills around new opportunities in delivery of Net Zero Vision	Awaiting update	Working with partners across both LAs, universities, ONE, NESCol and SDS to determine scope of Skills Academy. Workshop planned 15th Sept to ensure alignment across Energy Transition objectives. Scope of "Academy" to be confirmed and key partners identified. To link into strategic review and redesign of Schools Senior phase being led via the Attainment and Transitions group. Draft proposal to be ready for October. Branding to be created and if possible feature in 21/22 NESCol prospectus	On track	

4.2	Employment mentoring for adults - Career Ready Model (prob unpaid to avoid impact on benefits)	People and Organisation - Lesley Strachan? ; Angela Taylor/Lori Manson	Boost employment prospects	leads assigned. DWP supportive and may be able to provide work experience placements in due course, once it is safe to do so. Very early stages	Discussions with partners continuing. Social distancing restrictions and home working remain the main barrier to this. Kickstart and Youth Guarantee may factor into this action, however insufficient information on these schemes is available to determine that at this time.	On track	
4.3	Adult volunteering scheme, enabling a whole system approach to volunteering to support people in need		Boost employment prospects and tackle physical and mental health issues associated with unemployment. Support for people in need. Kinder communities	Meeting being arranged with Maggie Hepburn at ACVO to discuss the action and way forward	Regarding volunteering specifics, projects in the plan that require any volunteer involvement could register volunteer opportunities with ACVO, which will promote them and help recruit volunteers to support any of the work. There continues to be interest and enthusiasm to volunteer with recent opportunities being snapped up quickly e.g CFINE were just in contact thanking ACVO for its assistance and advising that three volunteer opportunities registered two weeks prior could be unpublished as there had been such a strong response and CFINE had successfully recruited everyone they need. ACVO chief exec has confirmed that the organisation will support any of the Socio-Economic Rescue Plan actions which require volunteers/volunteering support and would welcome referrals from any action leads for people who may benefit from volunteering to ACVO, with a view to finding them a placement. The ACVO volunteering coordinator will be available to speak to groups of people who may want to know more about the benefits of volunteering and opportunities to do so, and to support employability work by helping find placements for folk on request, and run sessions for city employability keyworkers to promote benefits of volunteering and ways to do it.	Closed	
4.4	Campaign to encourage hospitality workers to move into care sector, alongside upskilling provision	ACC Comms - Karen Allan (supported by partner group)	Contribute to addressing care sector jobs People in work, transferrable skills recognized	Draft project plan developed. Comms plan in process of being drawn up. Plans for a care-sector specific jobs fair to be held following a period of PR activity, either 'virtual' or 'actual' depending on Covid restrictions. Aligned with PACE, No One Left Behind, and Parental Employability Support Fund activity.	As last month. Follow-up meeting scheduled to further explore opportunities.	On track	
4.5	Careers in Aberdeen public sector - upskill staff to enable progression across public sector as vacancies arise, opening entry level jobs	City Growth - Angela Taylor/Opps for All manager; People and Organisation - Lesley Strachan	Skilled workforce, right people in right jobs, employee retention/loyalty, opportunities	Agreement reached between city and shire councils to jointly fund Workforce Development officer through Parental Employability Support Fund monies. Post, which will be on Abdnshire Council's staff list, is going through evaluation process. First keyworker appointed. Additional keyworker to be recruited.	Aberdeenshire Council has completed the job evaluation process and both councils have agreed the pay level for the post. Next step is recruitment, which will be carried out jointly by the two councils	On track	
4.6	Digital Skills Challenge - speak to industry to consider a pilot	Customer - Andy MacDonald / City Growth - Wendy Robertson	Citizens with digital skills, access and ability to apply for jobs online, carry out digital roles in workplace, apply for and maintain benefits claims. Understanding of and ability to respond to changes in demand for and supply of labour in digital sector. Opportunity for digital sector to enable new ways of working in long-term. Reduced economic and social impact of poor connectivity	leads assigned. Consideration being given to nature of pilot	ACC's new chief officer Digital is now in post and has been assigned responsibility for this action. In the early stages of exploring options. Further consideration is being given as to how we engage with industry to maximise opportunities, and will be discussed at the next Smarter Digital City Group which has representation from the local digital tech sector	On track	Link to Aberdeen Prospers projects

4.7	Creation of local online jobs portal	City Growth - Angela Taylor; Aberdeenshire Council - Angie Millett	Access to jobs at all levels for city region residents, with links to employability and application support. Free promotion of jobs for businesses, with application support provided to applicants. Links people with employability teams and funded programmes.	Website in the process of being set up	Website development ongoing	On track	No
4.8	Joint promotional campaign about learning opportunities	NESCol - Paul Smith	Joined-up approach to ensure agreed collective messaging about learning and training opportunities is promoted. Access to education. Skilled workforce.	initial meeting has taken place with SDS, follow-ups to follow with wider stakeholder group to be arranged	Launch meeting scheduled for 29/09/20. Further discussions with SDS held regarding identification of regional skills gaps to inform promotional campaign.	On track	No
4.9	Make the case for the need for the additional funding for employability support for Aberdeen from the Scottish Govt, reflecting combined economic impact of Covid-19 and the oil and gas downturn	City Growth - Richard Sweetnam	Availability of funding to enable employability support to increased numbers of people in need of it	In discussions about best way to do this, will likely result in report to CG&R committee	Additional funding for youth employment has been announced by the Scottish Government through its Youth Guarantee - this will be distributed to local authorities Scotland-wide, as well as to colleges, SDS, and DYW. Additional funding will also be coming through PACE and it is anticipated that some will go to SDS, with other funds being distributed through LAs for 'PACE Plus' activity. Details on this, as well as UK Government funding, is not yet clear but we anticipate more clarity in the coming weeks.	On track	No
5 Wellbeing Support							
5.1	Secure and use ESF employability and social inclusion funds	City Growth - Stuart Bews	Funding secured to deliver early stage engagement, financial and employability support. Skilled workforce	Arranging call with managing authority (Scot Gov) ESF portfolio manager	A draft proposal is being put together for the Managing Authority to consider.	On track	No
5.2	Hardship fund managed by Lord Provost's Charitable Trust	Communities - Susan Thoms	Charities providing support to individuals and communities in need have immediate access to funds to do so.	The Lord Provost's Charitable Trust met on 13.8.20 and decided to reopen the Crowdfunder and application portal. Funding of £50,000 from the Scottish Government's Food Fund has been made available for the Trust to allocate to smaller charities in the City. The application portal will be open until 26.8.20 and charities encouraged to submit applications for up to £5000 to support people in accessing food and other essentials. Priority will be financially at risk, marginalised groups and households that may be experiencing physical barriers to accessing food and other essentials, as per SG guidance for the fund. The Trust has agreed to keep the Crowdfunder open indefinitely and to hold further application rounds (with wider criteria) as funds become available through donations. The Trust is being supported by the Council and Hampton's Agency to promote the fundraiser to businesses and general public. So far 39 charities have been awarded £251,070 for 46 initiatives supporting over 5000 individuals, 3600 families and 1835 children and young people. An estimated 24,000 meals and 5800 food parcels have been provided and 15,000 fruit parcels delivered to children living in families affected by food insecurity.	The Lord Provost's Charitable Trust met on 3.9.20 and allocated the £50,000 received from the Food Fund. There were 26 applications received for the fourth round of funding, seeking a total of £104,177. Funding was awarded to 15 charities which will support the provision of food, fuel payments, hardship payments and care packages directly to individuals, families and vulnerable young people. These initiatives will support 218 individuals, 542 families and households, 524 children and young people and provide 833 meals. The Crowdfunder remains open and it is anticipated a further application round will be opened as funding becomes available.	On track	No
5.3	Partnership between Community Planning and Business in the Community to align corporate social responsibility to areas of need	Community Planning - Michelle Cochlan	Building on work initiated before the pandemic to align support from responsible businesses across Aberdeen to LOIP/ areas of need	CSR platform www.communityplanningaberdeen/business approved by CPA Board on 1 July and now live. Positive feedback from Aberdeen CSR network received during soft launch on 21/07/20.	Working with Business in the Community (BITC) to launch csr platform with wider business community as part of an online event at the start of October 2020	On track	No

5.4	Process for providing food to people in food insecurity through CFINE and advice delivered on free school meals	Neil Carnegie	Supports LOIP Stretch Outcome that no one will go without food due to poverty	awaiting update	The Crisis Support Line assists people experiencing food insecurity, including helping to maximise uptake of free school meals. Financial and benefits advice is also provided. Referrals can also be made to CFINE who will deliver food within 48 hours to people in need. Activity now incorporated into business as usual. Complete.	Complete	Link to Sustainable Cities Group project
5.5	Crisis Line/ Single access point for vulnerable people in need	Customer - Jacqui McKenzie	Single access point for people vulnerable to harm as a result of Covid19 Emotional support	Action complete	Action complete	Complete	No
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 and Organisation - Kirsten Foley	Emotional support for people at risk of self-harm	awaiting update	Contact has been made with the ALEO's to provide information on what they currently have in place and to gauge the level of interest in Mental Health First Aid training.	On track	No - NHS initiative. Link in with Healthy Working Lives team
5.7	Introduce training for all front-facing staff on self-harm/suicide indicators and steps to take to protect people	People and Organisation - Kirsten Foley	Early identification of potential harm to individuals Prevention of harm to individuals	awaiting update	The mental health action plan includes a list of recommended training courses for employees to undertake. this has recently included a series of webinars which were delivered in partnership with SAMH to bring awareness of all mental health issues as well as an introduction to suicide prevention. the webinars were well attended and all 4 sessions are available for staff to view. this is being rolled out across the organisation through the leadership forum	On track	Link to RIS project
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 - Fiona Clark	Range of suicide prevention activities carried out across NE. Reduction in number of suicides. 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	awaiting update	The Prevent Suicide App has been rolled out across the region. It is heavily promoted and used. From latest App report the number of downloads, as evidenced by user numbers has reached 9,120, with 181,000 individual content page views. 71% of users view content pages once opening the app meaning we still have a relatively high level of engagement. NHS24 now offers Distress Brief Interventions through their Mental Health Hub. Considering development of A Lived Experience Forum. This is likely to be a role for the SP Development Officer that SAMH have been given funding to employ. They were also given funding for an additional SP trainer.	On track	Link to RIS project

5.9	Increased support for victims of domestic abuse, improved and quicker access to counselling services	Communities - Val Vertigans	Reduction of harm to adults and children. Reduction in no. of domestic abuse incidents. Better reporting of incidents and better outcomes for victims.	awaiting update	VAWP (collectively and individually) to raise awareness that support services are available and open – with specific efforts to reach harder-to-reach groups; Services providing support via telephone and other 'virtual' methods (video calls, emails); Some agencies have continued to do group work via online methods and report this has worked well in some cases; A few agencies have continued face-to-face contact throughout lockdown having risk assessed situations and wearing the necessary PPE; Agencies have created relationships with businesses that have allowed the purchasing of bulk buying cheap mobile phones for those in need/at high risk; Agencies have found that multi-agency discussion and support has improved and been positive. Use of technology (Teams etc) has allowed for easy communication between agencies; Agencies are working with service users in preparation for a potential second wave lockdown as service users have advised that they are worried/fearful about this. CPC multi agency training and quality assurance on Domestic Abuse provided for staff to raise awareness and build confidence in dealing with these sensitive issues (and many other cross cutting Public Protection topics such as Mental Health and Exploitation); Children on the Child Protection Register, who are often our most vulnerable children and young people, have received weekly visits (as a minimum) since the start of lockdown and this continues. Pathways are drawing to the end of Year 1 of a three-year funding programme from both the Lottery Fund and Robertson Trust to Provide domestic abuse counselling	On track	Link to Community Justice project
5.11	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 individuals' financial situation	Communities - Angela Kazmierczak	Citizens able to pay debt in manageable amounts, reduced impact on mental health, reduced poverty, reduced reliance on highinterest loans.	awaiting update	Services providing support via telephone and other 'virtual' methods (video calls, emails);	On track	No
5.11	Instigate a Benefits Awareness Take Up campaign, coupled with increased promotion of/access to debt management support and counsellors	CFINE - Dave Kilgour	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.	Initial Stakeholder meeting was well attended by key organisations involved in supporting people to claim benefits across the DWP, SSS and ACC. Information is being gathered in relation to current uptake of specific benefits eg Scottish Welfare Fund saw a rapid increase during the initial months of Covid lockdown. Scottish Government are contacting all those entitled to Best Start grants who are entitled but not claiming to make them aware. Focus currently on gathering information on school specific grants such as free school meals, clothing grants and Educational Maintenance Allowance with a view to working with Education to promote further. Pension Credit (est £7M unclaimed in city) also an area of low uptake that we will focus on in due course. Consideration being given to running an intensive campaign on specific benefits during Poverty Week 5th – 11th Oct. CFINE currently carrying out a survey of all those who have requested emergency food and offering a benefit check service with CFINE's SAFE team.	Further meeting of partners met on the 2nd September. Actions being progressed include: <ul style="list-style-type: none"> •Utilisation of case studies across partners to make people aware of entitlements. •ACC Fit team following up on Scottish Government funding to develop a Benefit Referral Toolkit to provide front line staff across multiple services information on best places to make referrals in the city. •Developing an initial campaign to promote Benefit Check Ups during National Challenge Poverty Week 5th - 11th October. •Promoting Benefits Take Up via Council's Newsbite Tenants newsletter. •Establishing a Communications group to focus on linking up partners so that information and developments can be shared 	On track	No

5.12	Creation of community food officer post to deliver the Food Growing Strategy	Strategic Place Planning - Sandy Gustar	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	A Draft Granite City Growing Implementation Plan is being firmed up and a new Granite City Growing Teams channel has been set up to facilitate this; action 5.12 is both part of the plan and key to its delivery so will be prioritised.	Discussions have taken place and continue between Steven Shaw (Operations) and Paul Tytler (Communities) to define the role and take it forward.	On track	Link to Sustainable Cities Group LOIP project
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 - Karen Allan	Improved mental and physical health, increased use of open spaces, local tourism boost, may attract tourists from further afield. Promotes Aberdeen as a destination.	Comms plans in development	Comms plan has been fully developed. Careful management of this is required just now as the parks are being heavily used, so there's a need to proceed cautiously in light of Covid, social distancing, etc. In addition to this, employability team is exploring possibility of promoting green spaces to some clients as part of an early engagement activity aimed at confidence boosting and building sense of self-identity and place, as well as building digitaland communication skills.	On track	Link to Sustainable Cities Group project
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 - Karen Allan	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	Comms plans in development	Comms plan has been fully developed. Careful management of this is required just now as the parks are being heavily used, so there's a need to proceed cautiously in light of Covid, social distancing, etc. In addition to this, employability team is exploring possibility of promoting green spaces to some clients as part of an early engagement activity aimed at confidence boosting and building sense of self-identity and place, as well as building digitaland communication skills.	On track	Link to Sustainable Cities Group project

SocioEconomic Rescue Plan: Place theme

	On track
	Being Monitored
	Needs intervention

Ref No	Action	Lead	Outcome(s)	Update 17/8/20	September Update	Status	Output Measures
1 Safe Zones- Social Distancing							
1.1	Creating Space to Move and Enjoy	David Dunne - ACC	Provide a safe operating environment and conditions for business and public spaces (parks, paths, etc.) to adapt to Covid 19 , Reduced traffic volumes; Increased air quality & health, Use potential public art and other design led methods to provide an environment that is attractive, welcoming and engaging.	Spaces For People Programme (£1.76million) is well underway with measures implemented in the City Centre, Rosemount, Torry and George Street. Scooter and cycle parking have been procured for schools across the city and will be implemented shortly. Measures are currently being implemented for the Beach Esplanade and designs are being finalised for the Hazlehead to City Centre Active Travel Corridor. Advice is in place for the public and businesses, with a process in place to support licensing applications for outdoor cafes. Information on this can be found https://www.aberdeency.gov.uk/services/coronavirus-covid-19/spaces-people-including-city-centre .	Spaces For People Programme (£1.76million) continues at pace with additional measures at the Beach Esplanade implemented since the last update. Advice is in place for the public and businesses, with a process in place to support licensing applications for outdoor cafes. Information on this can be found https://www.aberdeency.gov.uk/services/coronavirus-covid-19/spaces-people-including-city-centre .	On track	City Footfall data ; Traffic data; Air Quality Data; Website traffic; No of licences for outdoor cafes, possibly a very short questionnaire on the website. 15. 38% of people walking and 5% of people cycling as main mode of travel by 2026
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	David Dunne - ACC	Flexibility of regulatory systems to accommodate physical distancing rules and Spaces for People project. Maintain revenue stream for businesses in lockdown transition period	see above Spaces for People	As above	On track	Regulatory systems introduced and implementation
1.3	Reopen Gallery as priority venue – allows socially distant visits due to capacity / one-way options	Christine Rew/ Alex Robertson - ACC	Emphasise safe visits / space available / social distancing / trained & welcoming staff and the use of technology to provide safe experiences.	Art Gallery re-opened 27/08/2020; current visiting hours are Thurs-Mon 10.00-16.00; ground floor café and shop also open. Opening hours to be kept under review	Art Gallery opening hours will change to Wed-Mon from 23/9/2020. Propose this is now marked as complete.	On track	No of visitors and a feedback form
1.4	Review AAGM Estate – potential closure of Tollbooth; Reduced Maritime Museum; close Treasure Hub for General Tours	Christine Rew/ Alex Robertson - ACC	Resolution of small spaces and tourism. Reduced opening/ private pre-sales. Exclusive pre bookings	to be reviewed in Phase 4	ACC SRWG has approved return to Aberdeen Maritime Museum to start assessment of site and planning for re-opening of venue in line with Scottish Government phase changes	On track	
1.5	Update Aberdeen Event Guide on best practice	Stephen O'Neill - ACC	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.	Guidance being drafted by City Events team, with SON aligned to Event Industry Advisory Group, LAEOG and other LA's in Scotland to ensure that guidance alligns to best practice. Update to be provided at nexe Events 365 meeting.	Draft guidance document sent to ENV for review and comment, following SG announcement on the 20 August re: Outdoor Events. 2021 Tour of Britian project plans in place and IMT/Committee decisions imminent re: ACC's internal winter event programme	On track	Delivery of Guidance and maximising events to stimulate safe footfall
1.6	Review management and maintenance of green/ open spaces for social distancing, wildlife & costs (review grass cutting regimes / tree planting / biodiversity / etc.)	Steven Shaw - ACC	Protect / improve physical & mental health with safer access to outdoors and connection to nature increase wildlife. Reduced costs of management.	Environmental Services follow Scottish Government guidance were thought relevant, Coronavirus (COVID-19): guidance on safer public spaces - urban centres and green spaces. A number of green spaces have been maintained in a more natural way during the summer of 2020. This maintenance plan is being treated as a trial with a full review to follow for continuing with the programme in 21/22. It is not clear at the current time what reduced costs, if any, have been achieved. The service continues to develop a draft tree and woodland SIP for committee approval in the later part of 2020.	Environmental Services follow Scottish Government guidance were thought relevant, Coronavirus (COVID-19): guidance on safer public spaces - urban centres and green spaces. A number of green spaces have been maintained in a more natural way during the summer of 2020. This maintenance plan is being treated as a trial with a full review to follow for continuing with the programme in 21/22. It is not clear at the current time what reduced costs, if any, have been achieved. The Countryside Rangers team has reviewed some of the areas being maintained in a more natural way and have confirmed that the areas are full of an incredible mix of different wildlife and plants. The service continues to develop a draft tree and woodland SIP for committee approval in the later part of 2020. Areas for additional tree planting have been identified.	On track	Increased wildlife Off-set carbon Reduced costs
2 Transport							

2.1	Bike Hire Scheme	Joanna Murray - ACC	Health Benefits, Lower emissions higher air quality Encourage use of green transport. Allow access to active travel opportunities for all our citizens	see above Spaces for People. The business case for a Low Emission Zone in the City Centre is also being explored.	No update provided	Being Monitored	15.1 Supporting different ways for active travel in everyday journeys, using partners and volunteers to address safety, infrastructure, fitness, well-being and confidence No of people using bikes/ take up of scheme
2.2	Tourism Car Parking Ticket – new product to support domestic tourism and hotels	Chris Foy - VisitAberdeenshire	Capitalise on likely mode of travel for inbound tourists	Contacts requested to progress discussion on how this product could be created and positioned	Mark Wilson, City Warden Officer has connected with VisitAberdeenshire to discuss options for such a product development. Lynn Harwood will lead for VisitAberdeenshire	On track	1.3 Improving investment into Aberdeen and Aberdeen businesses. Money generated and how it has been spent
2.3	Additional Cycle Parking / hubs	Joanna Murray - ACC	Encourage active travel into the city centre and to key locations 10 locations have been identified	see Spaces for People update above.	No update provided	Being Monitored	15.1 Supporting different ways for active travel in everyday journeys, using partners and volunteers to address safety, infrastructure, fitness, well-being and confidence Take up
2.4	Smart Journey Planning Tool	James Watt / Amye Ferguson - ACC	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.	Amye presented to SFP Governance Board on 5th August and smart journey planning app (GoABZ) launch was approved to be taken forward to help support the SFP project. The app is technically ready for launch 17th August however background work- accessibility statement, privacy notice and marketing strategy-needs finalisation. Also investigating free advertising. Discussion on 13/08 as to inclusion of digital walking trails and this is being scoped and costed by the developers with a further call due in early September to confirm. There will also be a legacy planning meeting in October to discuss long term and MaaS potential. Investigation of potential MaaS Investment Fund which is due to launch early 2021. Calls have been undertaken with Transport Scotland to tell them what we are doing in Aberdeen.	Co-Design features from sprint 2 are now 'locked-in' and updated App planned to be ready 3rd October. Have provisionally agreed launch date of 12th October and this will be reported to SFP Board 9th September. Advertising Plan is underway. To incorporate the Council's walking trails the consultant scoping breakdown is due to be received the 8th September and will then need to go through governance approvals at ACC. Are also scoping out how a bike hire scheme, should one go ahead, could be integrated within GoABZ. Continuing to investigate free advertising. There will also be a legacy planning meeting in October to discuss long-term and MaaS potential. Investigation of potential MaaS Investment Fund which is due to launch early 2021.	On track	15.1 Supporting different ways for active travel in everyday journeys, using partners and volunteers to address safety, infrastructure, fitness, well-being and confidence
3 Shop, Visit, Eat Local							
3.1	Campaign to maximise opportunities from local market – Aberdeen as a safe destination	Chris Foy - VisitAberdeenshire	1.Promotion of local creative practitioners – eg creative space for artists 2. Buy AAGM and local independent produce using mobile device & pick up at Art Gallery shop 3. Drive footfall to gallery and establish as hub for independent arts community 4. Increased footfall and dwell time in city centre 5. Physical distancing compliant product development – Marketing campaign highlighting how to spend a day safely in Aberdeen	Rediscover campaign. Stand alone and DC Thomson supported activity scheduled to run to end August Campaign activity suspended on 5 August for at least one week and any reactivation will be informed by changes to Scottish Government restrictions re aberdeen Campaign message to be reviewed in light of Lockdown 2 to ensure relevance and sensitivity in light of changes. Even greater weighting of content towards outdoor activities, walking tours etc AAG to be factored into campaign activity once open date confirmed.	VisitAberdeenshire Rediscover' campaign targeting audiences in AB postcodes will be restarted in the run up to the half term holidays. Paid-for media and PR activity. In addition, and Aberdeen specific campaign will go live prior to that targeting audiences elsewhere in Scotland and NE England. This video-led campaign will be a temporary departure from VA's 'one destination' marketing strategy in response to the reputational impact of the local lock down. VA in dialogue with stakeholders over content. Officers working with Aberdeen Inspired and other stakeholders for the Xmas 2020 Programme - report to Council Committee on 28 October	On track	1.1 Diversification of the economy into other growth sectors including wider energy related sectors; tourism; food and drink; life sciences; health and social care and construction.
3.2	Conversion of Digital uptake into footfall at the Art Gallery – streaming services eg Cowdray Hall	Christine Rew/Deirdre Grant - ACC	Promotional Visits	Digital engagement programme continuing; conversion to footfall will be measured in phase 4. Note any changes to NLHF funded activity programming will require discussion with NLHF. Also relates to other AAGM venues such as Archives	Art Gallery re-opened to visitors on 27 August. Digital engagement programme ongoing. Live concerts and other participatory events will be introduced in line with SG phases	On track	
3.3	Gallery retail space expanded (eg Top Level in cafe area) – managed inhouse	Christine Rew/Susy Bell - ACC	Shop local, Gallery visits - Link to 4.2	This action requires discussion with NLHF and other funders who paid for newly installed collections displays	initial discussions under way internally to identify suitable alternative space without sacrificing 'Collection Gallery space'	Not started	

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)	Chris Foy - VisitAberdeenshire	Promotional; Footfall to different city centre precincts	See 3.1 with regard to upweighting of tours and tour providers.	See 3.1 with regard to upweighting of tours and tour providers.	On track	
4 Economic Strategy							
4.1	Net Zero Vision & Strategic Infrastructure Plan – Governance	Richard Sweetnam - ACC	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.		- Net Zero Leadership Board meets on 28 September 2020 - Strategic Infrastructure Plan (Energy Transition) - project business cases for Scottish Government Energy Transition Fund on track - ACC/ bp signed an MoU to progress decarbonization of ACC priority projects	On track	1. 10% increase in employment across priority and volume growth sectors by 2026. 14. Addressing climate change by reducing Aberdeen's carbon emissions by 42.5% by 2026 by 2026 and adapting to the impacts of our changing climate
4.2	Scotland's Energy Transition Zone Business Case – including the ETZ Training & Jobs Plan	Richard Sweetnam (BC) NESCOL	Business case for phase 1 of ETZ	Not started	- Business Case work progresses - Skills Development Scotland/ Nescol looking at development of an Energy Transition Skills project at the regional level - See also 4.1 under 'People'	On track	As above
4.3	H2 Aberdeen Business Case	Andrew Win - ACC	Business case for H2 Hub and Bus Projects		The Aberdeen Hydrogen Hub Business Case has been prepared and is with Scottish Government officials for initial comment before being submitted. The business case will be presented for internal review next week for approval before being reported to City Growth and Resources on 28 October 2020.	On track	As above
4.4	Review the pilot projection City Centre Living and the affordable housing waiver.	Awaiting Lead	Increase in city centre living opportunities and increased city centre population to support activity and retail.	Awaiting lead - possibly Sandy Beattie as part of the Masterplan programme (Queen st). D Dunne to confirm	Still awaiting lead	Awaiting lead	
4.5	Events 365 / AAGM Exhibition Programme – spread out of events – curation of events & exhibitions to different zones of the city, including open spaces	Stephen O'Neill/Deirdre Grant - ACC	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.	Tour of Britain Scheduled for September 2021. 2022 option available but requires committee approval to proceed.	BP Portrait Award opens at Art Gallery 10/10/2020, British Arts Show (summer 2021) expenditure approved at SCC 27/08/2020. External event enquiries being managed through the Aberdeen Safety Advisory Group, to support organisers and develop stakeholder experience in authorising covid secure events.	On track	

This page is intentionally left blank