

Our Economy

Wednesday 21 April 2021

10am



LOIP Refresh

Prosperous Economy Online Stakeholder Session



Community Planning
Aberdeen

Outcomes from this session

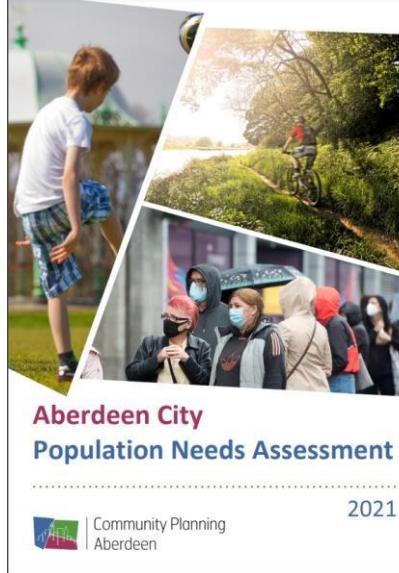
- Understanding where we are with the development process for the refreshed Local Outcome Improvement Plan
- Why we are taking undertaking a refresh at this time
- Presentation of our suggested priorities and how these have been informed by data and insights
- Opportunity for feedback and discussion
- Review of next steps

LOIP/Locality Plans Refresh Stages

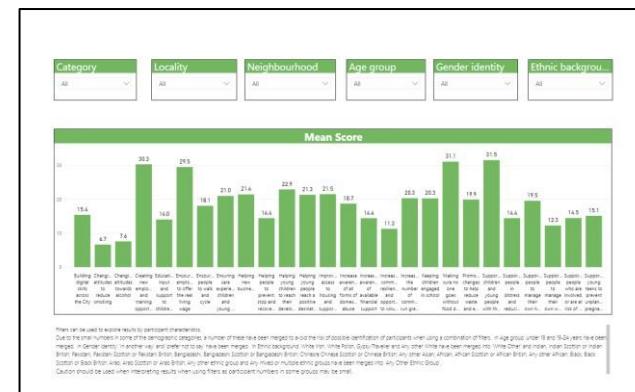
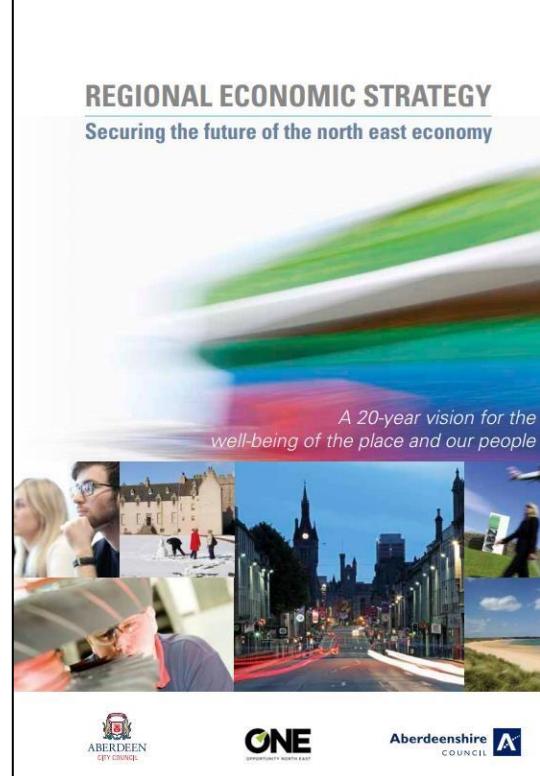
GATHER	ASSESS	CONSULT	APPROVE
November 20	January 21	March 21	May 21
<ul style="list-style-type: none"> Aberdeen Outcomes Framework Draft update to Aberdeen Population Needs Assessment (PNA) Summary Further data/ insights/research/ evidence of Covid-19 impact from Improvement Service, Partners, Communities Reframing PNA around the Global Sustainable Development Goals to identify gaps 	<ul style="list-style-type: none"> Kick off sessions with OIGs: Locality Empowerment Groups Priority Neighbourhood Partnerships CPA Management Group - update 	<ul style="list-style-type: none"> Thematic consultation sessions for stakeholder held by OIG Chairs/ Locality Leads: Partners Community representatives Responsible business community Public consultation exercise using Citizen's space simulator CPA Management Group 	<ul style="list-style-type: none"> Final consultation phase: Local Partners Communities National Partners: Community Justice Scotland Public Health Scotland Education Scotland Feedback to public on results of consultation and draft LOIP Director of Public Health assessment of balance of prevention
December 20	February 21	April 21	June/ July 21
<ul style="list-style-type: none"> Further develop PNA summary in collaboration with data and subject matter experts from OIGs Locality level summaries to be developed Review LOIP improvement projects – progress and relevance Review Socio-Economic Rescue Plan – progress and relevance Complete initial assessment of impact on LOIP: context, stretch outcomes, improvement project aims, format 	<ul style="list-style-type: none"> Follow up with OIGs/ LEGs/ PNPs LOIP/ Locality Plan Design Launch public consultation exercise using Citizen's space simulator CPA Board - update 	<ul style="list-style-type: none"> Commence drafting of LOIP and Locality Plans Clarity of which projects should be prioritised for testing in which localities/neighbourhoods CPA Board session with the Improvement Service 	<ul style="list-style-type: none"> Final draft LOIP/ Locality Plans to CPA Management Group CPA Board Meeting 7 July 21

Data Review and Community Consultation

North	South	Central
1 Dyce	1 Culter	1 Tillydrone
2 Danestone	2 Cults, Bieldside & Milltimber	2 Old Aberdeen
3 Oldmachar	3 Hazlehead	3 Seaton
4 Denmore	4 Braeside, Mannofield, Broomhill & Seafield	4 Woodside
5 Balgownie & Donmouth	5 Garthdee	5 Hilton
6 Bucksburn	6 Ferryhill	6 Stockethill
7 Heathyfold	7 Ashgrove	7 Ashgrove
8 Middlefield	8 George Street	8 George Street
9 Kingswells	9 Froghall, Powis & Sunnybank	9 Froghall, Powis & Sunnybank
10 Northfield	10 Midstocket	10 Midstocket
11 Cummings Park	11 Rosemount	11 Rosemount
12 Sheddocksley	12 City Centre	12 City Centre
13 Mastrick	13 Hanover	13 Hanover
14 Summerhill	14 West End	14 West End



The image shows the cover of the 'Aberdeen City Population Needs Assessment 2021'. It features a collage of four photographs: a boy playing soccer, a person riding a bicycle on a path, a group of people wearing face masks outdoors, and a group of people in a public space. The title 'Aberdeen City Population Needs Assessment' is at the top, followed by the year '2021' and the logo for 'Community Planning Aberdeen'.

The image shows the cover of the 'Regional Economic Strategy: Securing the future of the north east economy'. It features a background of blurred green and blue colors. The title is at the top, followed by the subtitle 'A 20-year vision for the well-being of the place and our people'. Below the title is a collage of five smaller images: two people talking, a city street at night, a person walking on a beach, a person driving a car, and a plane flying in the sky. Logos for 'ABERDEEN CITY COUNCIL', 'ONE DYNASTY', and 'Aberdeenshire COUNCIL' are at the bottom.



The image shows the cover of the 'If Not Now, When? The Social Renewal Advisory Board Report January 2021'. It features a background of blue and white geometric shapes. The title is at the top, followed by the subtitle 'The Social Renewal Advisory Board Report January 2021'. The report title is partially visible on the right side.

Our Prosperous Economy Priorities



**Increasing sustained
Fair Work**



**Supporting
Upskilling/Reskilling
Opportunities**

Sustained Fair Work

Current LOIP: Focus on increasing employment in priority and volume growth sectors

Proposal: Supporting unemployed people into sustained Fair Work across all sectors

Rationale:

- Widening the scope - getting people into jobs in all sectors is important
- Creating new employment opportunities remains a top priority for our communities
- Estimated 53,600 employee reported redundancies in Scotland between March and November 2020
- In Aberdeen City and Shire there was 125% rise in UC claimants between March '20 and Feb '21
- Employment rate for Aberdeen City – 73.9% between Oct 2019 and Sep 2020, down from 78.6% between July 2019 – June 2020
- In Aberdeen City and Shire there were 39% fewer job postings in Week 10 (March) 2021 compared to 2020

Opportunities for Upskilling/Reskilling

Current LOIP: Focus on working people in Living Wage employment

Proposal: Upskilling/reskilling residents to increase their employment opportunities following pandemic.

Rationale:

- Real Living Wage is still an important aim for Aberdeen Prospers and will remain an improvement project (under the Sustained Fair Work outcome)
- Supporting people into training opportunities and the Real Living Wage remain top priorities for our communities
- Sectors with the highest number of furloughed workers in Scotland are: accommodation & food services and arts, recreation & entertainment and it is possible that many of the furloughed jobs could become redundant positions
- At 28 February 2021, 16,500 people in Aberdeen City were on furlough - many people will have to upskill or reskill for future jobs
- ‘Double Whammy’ – Covid-19 and oil & gas downturn have had an adverse effect on this sector – but there are opportunities in other areas

What do you think?

- Does this reflect data available?
- Are these the right priorities?
- Do we have the right focus?
- Are we missing anything from your perspective?

Next Steps

- We will consider feedback from wide range of stakeholders (you, community groups, public health, partners)
- Firm up final proposals by end of April
- Consultation on the draft document during May
- Final draft LOIP available in June
- CPA Board meeting to approve refreshed LOIP 7 July 2021

Prosperous Economy Stakeholder Session – 21 April 2021 at 10am
Led by Allison Carrington – Chair of Sustainable City Group

Summary of Questions/Discussion

SUSTAINED FAIR WORK

- Supportive of proposal and rationale for widening the scope in light of current economic environment – realistic but ambitious.
- Clarity on definition of “sustained fair work”
*‘Sustained’ is defined as at least 6 months. ‘Fair Work’ is work that offers effective voice, opportunity, security, fulfilment and respect; that balances the rights and responsibilities of employers and workers and that can generate benefits for individuals, organisations and society - Fair Work Action Plan, Scottish Government
- Should the Stretch outcome be specific about living wage?
- Important to ensure employers are aligning to the ambition of Aberdeen being a living wage city – raising awareness is key
- PACE meeting yesterday - upbeat about the no. of jobs being advertised highest in 18months. Also lot of transformation projects ongoing which could enhance the no. of job opportunities - grounds for optimism moving forward and for ensuring achievement of the Stretch outcome.
- Ensure relevant to the city economy
- Employability of people with criminal convictions – vulnerable people and consequences of those who have fallen through the cracks – can’t be forgotten in broader projects.

Aberdeen Prospers Response/Comment

Living wage - Aberdeen Prospers don't want Stretch Outcome to be too restrictive – better to get people into work rather than restrict employment opportunities. There is a project specifically focussed on Living Wage and we are working towards being a Living Wage city. Some aspects outwith the control of Aberdeen Prospers, for example it can't enforce that employers pay the Real Living Wage but is proactively working with employers that do and promoting the benefits to employers and employees of this. If environment has changed at next refresh can consider this at that time.

Important that in reviewing the Stretch outcome and the improvement projects that Aberdeen Prospers keeps the focus – so much to do and if we try and do it all we'll lose focus and get nothing achieved. If then we can expand and do more, we will, but need to consider what we can achieve and add value as a partnership. Optimistic that the projects we are proposing will achieve the Stretch Outcome and will link in with other Outcome Improvement Groups where employment opportunities are being progressed, for example Community Justice Group and project on supporting people from the criminal justice system.

OPPORTUNITIES FOR UPSKILLING/RESKILLING

- Will this Stretch Outcome be focussed on the key economic areas you identified e.g life sciences, tourism, food drink and agriculture etc? Have these areas been identified?
- Note universities have put in courses for retraining from oil and gas -should we be including some of these things when pointing people to retrain into new green job opportunities. Should we broaden out retraining?
- Important that training opportunities are open to all
- Important that projects/opportunities are not taken in isolation. There are many partnership groups, Aberdeen Prospers, Training Provider Forums to ensure projects are aligned and not duplicated.
- Skills system need to be agile and responsive to what we can do
- Broadening out of sectors –need to remember that LOIP is for Aberdeen city and ensure focus is relevant to that economy, for example, does agriculture sit with the city economy? Construction we'd hope to see an increase following lifting of restrictions, renewables, hydrogen, offshore wind, worth specifying? Digital technology has grown across the pandemic – significant opportunity.

- Healthcare another opportunity for re and upskilling.

Aberdeen Prospers Response/Comment

Aberdeen Prospers will build on strength in all areas, but focus is on getting people into all roles that are available. Roles in green jobs etc, where the opportunities focus on upskilling/reskilling to get people into work. Retraining is across the board from schools, colleges, universities, - aligning the skill system with economic need across all partners. Aberdeen prospers recognises opportunity in various sectors and has specific projects to support those, for example digital skills.

LINKAGES/COMMUNICATION

- What is the relationship with the Socio Economic Rescue Plan?
- AU signed up to be a civic university and looking to identify how we can link into the projects and support. Where are the partnerships strengths so far, what are the areas you'd like support on?
- Proactive and joint messaging important – good example Nescol new skills new year message, could do a lot more on promoting/joint messaging and need to ensure the messages get to the right people.
- Local employability partnership meeting themes related to projects identified here – heartened about narrowing focus, but that we can add projects in as and when they arise – more agile. Not small in ambition but small in no.
- Important partners also make the linkages into their own single systems.
- Comms important – are you using the ABZ website to promote the work of Aberdeen Prospers?
- Connectivity with the other LOIP projects is also important – Aberdeen Prospers can't lead all employability projects, but also need to ensure activity isn't duplicated.

Aberdeen Prospers Response/Comment

The proposals align to a range of regional and city plans in place to drive the economy forward and diversify where we can, such as Regional Skills Strategy/SERP. Strength of the partnership is important and sharing the information to ensure linkages continue to be made.

Connection between LOIP projects across the Outcome Improvement Groups are being made to ensure activity is not duplicated, this has also been supported by a peer review exercise.

ANYTHING MISSING?

City Centre regeneration, how we use it and better use of vacant buildings key theme from Locality Empowerment Groups, online simulator and place stakeholder session – could lead to job opportunities and other benefits.

Aberdeen Prospers Response/Comment

Aberdeen Prospers are considering the feedback from the simulator/Locality Empowerment Groups and other stakeholder sessions. The group has a range of partners and Aberdeen Prospers are speaking to Aberdeen Inspired about getting them on board and lead a project on vibrant city centre. Opportunities for others to be involved and support this work. If anyone would like to discuss joining the group/leading a project or has any ideas for projects this would be welcomed and please contact Allison Carrington.

NEXT STEPS

- Aberdeen Prospers will consider feedback from wide range of stakeholders (you, community groups, public health, partners)
- Feedback shared with other Outcome Improvement Group and Locality Empowerment Groups
- Outcome Improvement Groups to firm up final proposals by end of April
- Consultation on the draft LOIP during May
- Final draft LOIP available in June
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