

SocioEconomic Rescue Plan: Business theme

Ref No	Action	Outcome(s)	Next Steps
1	General Response		
1.1	Covid-19 Business Loans Programme	Working capital loans to business to support 'trading out' of current crisis	Continuing
1.2	Aberdeen City Council Business Charter	Supportive business environment for companies in the city	Continuing
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	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	Continuing
1.4	'Shop, Visit, Eat Local' – consider loyalty card scheme/ app	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.	Complete
1.5	Tourism Business Recovery Programme	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.	Complete
1.6	Business Gateway Recovery Programme	'SME Redundancy to Recovery Programme' of 121 business advice - Sales & Supplier Recovery, Continuity Planning, Digital, Leadership, H&S & Risk assessment and HR	Continuing

1.7	Business Resilience Group Invest Aberdeen Advisory Group	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	Complete
1.8	Positive Procurement Programme	Strengthening local supply chains and contributing towards local business growth. Provide more access to contracts for smaller businesses. 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.	Link to LOIP Aberdeen Prospers project 2.1
1.9	ACC Key Account Management	Regular engagement with local businesses by ECMT Relationship management with local business community and key employers	Continuing
2 Tourism, Leisure, Hospitality			
2.1	Extend planning rules for restaurants to keep up deliveries	Flexibility of regulatory systems to accommodate physical distancing Maintain revenue stream for businesses in lockdown transition period	Complete
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	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	Complete
2.3	Creative Business Resilience Support - Outdoor exhibitions/ drive in events/ shows (City Centre / Neighbourhoods / Beachfront / Parks) that can provide social distancing	Preparing creative/cultural businesses for post Covid-19 environment Building balance of content for digital and physical experiences.	Possible requirement for new LOIP project
2.4	Information, Advice & Guidance on physical distancing for tourism sector	Specifically raised by businesses in response to VA survey	Complete
2.5	Information, Advice & Guidance on physical distancing for tourism sector	Business Awareness on details – embed in FAQ	Continuing

2.6	Pilot temporary green spaces/ markets – Pop Up	Spread city centre occupancy across city centre, repurposing currently ‘dead spaces’ Explore/pilot other models –rooftop gardens, community gardens/urban growing projects (LOIP alignment) Market space option – where business physical premises are too restrictive reopening, a market /collection point could be an alternative	Complete
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	Support business growth Skills and training and improved employability	Closed
3.2	Grey Matters entrepreneurial training scheme for redundant executives	Supporting business start-up rates	Continuing
3.3	Local Export Partnership	Supporting the resilience of existing exporters given uncertainty around business continuity Supporting and sustaining £15bn of annual export value	Closed
3.4	Elevator Centre for Entrepreneurship	Designated digital demonstration centre providing ‘digitalboost’ training and 121 support for businesses Responding to anticipated increase in demand as a result of Covid-19	Continuing
3.5	Hospitality Apprenticeship North-East scheme	Job creation in hospitality sector	Continuing with link to Aberdeen Prospers apprenticeships projects

SocioEconomic Rescue Plan: People theme

Ref No	Action	Outcome(s)	Next Steps
1	Supporting Young People into Positive Destinations		
1.1	Positive Destination Planning Sessions	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.	Link to Positive Destinations projects, stretch outcome 6
1.2	Tailored ACC & Scottish Children's Reporter Administration Internship for care experienced young people (LOIP Project – Priority Groups into Public Sector Jobs)	Good work experience CV improvement References Potential for some qualifications	Link to Aberdeen Prospers project 2.4
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	Potential work experience; Feedback;	Link to Aberdeen Prospers project 2.4
1.4	Skills 4.0 – Review emphasis based on employability pipeline	Shared understanding of skills required for local economy	Continuing
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)	Skills and training outcomes Employability	Link to ICS project 3.4
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	Improved positive destinations	Link to ICS project 6.5

1.7	Session with DYWNE to explore how opportunities to bed emerging industries and skills into education system	Identification of potential career routes for young people, postCovid.	Link to Positive Destinations projects, stretch outcome 6
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	Wrap around eg financial resilience, positive mental health and employability and extending support to families Regular 'case conferencing'	Continuing / link to various LOIP projects
2.2	Homelessness presentations and No One Left Behind - employability wrap around	Wrap around/ tailored approach to overcome personal challenges Improved employment prospects/ securing work and able to maintain tenancies	Possible requirement for new LOIP 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.	Support business growth Skills and training and improved employability	Closed
3.2	Employability schemes for office-based occupations being displaced	Job creation, skills development, skilled workforce with transferable skills	Closed
3.3	Protocol on all capital and City Region Deal projects to create/secure jobs and apprenticeships	Skills/ Training outcomes Community Benefits needs realised	Complete
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	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	Link to LOIP Aberdeen Prospers project 2.1
4 Workforce Development			

4.1	Energy Transition Skills Academy	Ensuring local people gaining skills around new opportunities in delivery of Net Zero Vision	Continuing
4.2	Employment mentoring for adults - Career Ready Model (prob unpaid to avoid impact on benefits)	Boost employment prospects	Link to Aberdeen Prospers project 2.4 and Community Justice project 10.2
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	Closed
4.4	Campaign to encourage hospitality workers to move into care sector, alongside upskilling provision	Contribute to addressing care sector jobs People in work, transferrable skills recognized	Continuing
4.5	Careers in Aberdeen public sector - upskill staff to enable progression across public sector as vacancies arise, opening entry level jobs	Skilled workforce, right people in right jobs, employee retention/loyalty, opportunities	Continuing
4.6	Digital Skills Challenge - speak to industry to consider a pilot	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	Link to Aberdeen Prospers project 2.2
4.7	Creation of local online jobs portal	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.	Continuing
4.8	Joint promotional campaign about learning opportunities	Joined-up approach to ensure agreed collective messaging about learning and training opportunities is promoted. Access to education. Skilled workforce.	Continuing

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	Availability of funding to enable employability support to increased numbers of people in need of it	Complete
5 Wellbeing Support			
5.1	Secure and use ESF employability and social inclusion funds	Funding secured to deliver early stage engagement, financial and employability support. Skilled workforce	Complete
5.2	Hardship fund managed by Lord Provost's Charitable Trust	Charities providing support to individuals and communities in need have immediate access to funds to do so.	Complete
5.3	Partnership between Community Planning and Business in the Community to align corporate social responsibility to areas of need	Building on work initiated before the pandemic to align support from responsible businesses across Aberdeen to LOIP/ areas of need	Continuing / will support all LOIP projects
5.4	Process for providing food to people in food insecurity through CFINE and advice delivered on free school meals	Supports LOIP Stretch Outcome that no one will go without food due to poverty	Complete
5.5	Crisis Line/ Single access point for vulnerable people in need	Single access point for people vulnerable to harm as a result of Covid19 Emotional support	Complete
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	Emotional support for people at risk of self-harm	Complete
5.7	Introduce training for all front-facing staff on self-harm/suicide indicators and steps to take to protect people	Early identification of potential harm to individuals Prevention of harm to individuals	Complete

5.8	<p>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</p>	<p>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</p>	<p>Link to RIS project 11.7</p>
5.9	<p>Increased support for victims of domestic abuse, improved and quicker access to counselling services</p>	<p>Reduction of harm to adults and children. Reduction in no, of domestic abuse incidents. Better reporting of incidents and better outcomes for victims.</p>	<p>Link to CJ project 9.2</p>
5.10	<p>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</p>	<p>Citizens able to pay debt in manageable amounts, reduced impact on mental health, reduced poverty, reduced reliance on highinterest loans.</p>	<p>Continuing</p>
5.11	<p>Instigate a Benefits Awareness Take Up campaign, coupled with increased promotion of/access to debt management support and counsellors</p>	<p>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.</p>	<p>Possible requirement for new LOIP project</p>
5.12	<p>Creation of community food officer post to deliver the Food Growing Strategy</p>	<p>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</p>	<p>Continuing</p>

5.13	<p>Promotion of city's parks and open spaces, including nature sites and routes to them, as well as activities available in them</p>	<p>Improved mental and physical health, increased use of open spaces, local tourism boost, may attract tourists from further afield. Promotes Aberdeen as a destination.</p>	<p>Links to active travel projects 15.1</p>
5.14	<p>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.</p>	<p>Citizen engagement, increased sense of public 'ownership' of and care for public spaces. Physical and mental health benefits for 'recorders' alongside associated benefits for those who can't access these areas for health or other reasons. Greater awareness of/improved biodiversity and improved reporting of local wildlife. Promotion of Aberdeen as a destination.</p>	<p>Continuing</p>

SocioEconomic Rescue Plan: Place theme

Ref No	Action	Outcome(s)	Next Steps
1	Safe Zones- Social Distancing		
1.1	Creating Space to Move and Enjoy	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.	Complete
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	Flexibility of regulatory systems to accommodate physical distancing rules and Spaces for People project. Maintain revenue stream for businesses in lockdown transition period.	Complete
1.3	Reopen Gallery as priority venue – allows socially distant visits due to capacity / one-way options	Emphasise safe visits / space available / social distancing / trained & welcoming staff and the use of technology to provide safe experiences.	Complete
1.4	Review AAGM Estate – potential closure of Tollbooth; Reduced Maritime Museum; close Treasure Hub for General Tours	Resolution of small spaces and tourism. Reduced opening/ private pre-sales. Exclusive pre bookings.	Complete
1.5	Update Aberdeen Event Guide on best practice	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.	Complete
1.6	Review management and maintenance of green/ open spaces for social distancing, wildlife & costs (review grass cutting regimes / tree planting / biodiversity / etc.)	Protect / improve physical & mental health with safer access to outdoors and connection to nature Increase wildlife. Reduced costs of management.	Complete
2	Transport		

2.1	Bike Hire Scheme	Health Benefits, Lower emissions higher air quality Encourage use of green transport. Allow access to active travel opportunities for all our citizens	Links to active travel projects 15.1
2.2	Tourism Car Parking Ticket – new product to support domestic tourism and hotels	Capitalise on likely mode of travel for inbound tourists	Continuing
2.3	Additional Cycle Parking / hubs	Encourage active travel into the city centre and to key locations 10 locations have been identified	Complete
2.4	Smart Journey Planning Tool	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.	Continuing with link to Active Travel Projects 15.1
3 Shop, Visit, Eat Local			
3.1	Campaign to maximise opportunities from local market – Aberdeen as a safe destination	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	Continuing
3.2	Conversion of Digital uptake into footfall at the Art Gallery – streaming services eg Cowdray Hall	Promotional Visits	Continuing
3.3	Gallery retail space expanded (eg Top Level in cafe area) – managed inhouse	Shop local, Gallery visits - Link to 4.2	Complete

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)	Promotional; Footfall to different city centre precincts	Continuing
4 Economic Strategy			
4.1	Net Zero Vision & Strategic Infrastructure Plan – Governance	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.	Continuing with links to Aberdeen Prospers employment projects
4.2	Scotland’s Energy Transition Zone Business Case – including the ETZ Training & Jobs Plan	Business case for phase 1 of ETZ	Continuing with links to Aberdeen Prospers training / skills projects
4.3	H2 Aberdeen Business Case	Business case for H2 Hub and Bus Projects	Continuing
4.4	Review the pilot projection City Centre Living and the affordable housing waiver.	Increase in city centre living opportunities and increased city centre population to support activity and retail.	Continuing
4.5	Events 365 / AAGM Exhibition Programme – spread out of events – curation of events & exhibitions to different zones of the city, including open spaces	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.	Continuing