



Community Planning Aberdeen

Progress Report	Final Progress Report against Socio-Economic Rescue Plan 2020/2021
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Date of Report	11 June 2021
Governance Group	CPA Board – 7 July 2021

Purpose of the Report

The purpose of this report is to provide a final update to Committee on the delivery of the Socio-Economic Rescue Plan 2020/21.

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. An Implementation Group was formed to oversee the delivery of actions across the Business, People and Place themes. The Implementation Group met monthly and was attended by officers of Aberdeen City Council and representatives of Community Food Initiatives North East (CFINE), Federation of Small Businesses (FSB), Aberdeen and Grampian Chamber of Commerce, VisitAberdeenshire, Scottish Enterprise, Business Gateway, Skills Development Scotland, ACVO, Aberdeen Inspired, North East Scotland College (NESCOL) and Culture Aberdeen.

2 CURRENT POSITION

- 2.1 The rescue plan was intended to be a short term 'rescue response' to the immediate effects of the economic crisis as a result of Covid-19, and was scheduled to end on 31st March 2021.
- 2.2 As the crisis continued, and lockdown was extended, the impact on the city's economy was deteriorating. Going beyond 31st March 2021, the need and demand has remained, and in this sense, the focus has shifted from 'immediate response' towards medium and longer term recovery actions.
- 2.3 Following the conclusion of the action plan on 31st March 2021, the 75 actions in the plan were categorised as one of the following:
 - Complete
 - Continuing

- Closed
- Integrated with an existing CPA Improvement Project
- To be considered for a new project as part of the LOIP refresh

Appendix 1 shows the next steps for each of the actions. The status of the 75 actions on 31st March 2021 was:

Complete	23
Continuing	30
Closed	5
Integrated with existing LOIP project	14
To be considered for a new LOIP project	3
Total	75

2.4 The Rescue Plan was split between three themes of ‘business’, ‘people’ and ‘place’, aligning to the three main themes of the LOIP.

Business Theme

2.5 Of the 21 actions in the business theme, 7 of these were completed, 9 are continuing, 2 closed, 1 is being integrated with an existing improvement project and 1 will be considered for a new improvement project.

Key outputs from the business theme have included:

- Development of an Aberdeen City Council Business Charter;
- Implementation of a ‘Shop, Visit, Eat’ local campaign, used by a number of partner organisations, particularly during the festive period;
- Development of an ‘Aberdeen Gift Card’, which can be used in retail and hospitality venues throughout the city with over 3,618 gift card sales to date totalling £149,490 (as at 31st March 2021);
- In-depth, tailored support provided to 40 local tourism businesses through the Tourism Business Recovery Programme and a series of tourism recovery business webinars were run with 773 attendees in total, through 36 webinars;
- Running of ‘Redundancy to Recovery’ and ‘Emerging Minds’ webinars as part of the Business Gateway Recovery Programme to provide an insight into how to start a business, with 550+ attendees so far.

People Theme

2.6 There were 36 actions in the people theme, 8 of these were completed, 11 are continuing, 3 closed, 12 are being integrated with an existing improvement project and 2 will be considered for a new improvement project.

Key outputs include:

- Delivery of Positive Destination Planning Sessions to support young people at risk of leaving school without a positive destination;
- Maximising the use of the Hubs in three priority areas Dee - Tullos Community Wing, Don - Tillydrone Community Hub, West - Cummings

Park Community Centre – to provide wrap around support including financial resilience, employability and positive mental health;

- Ongoing workforce and employability schemes such as the development of an Energy Transition Skills Academy, the creation of AbzWorks, a one-stop-employability shop and jobs portal for the City Region, a partnership promotional campaign for learning opportunities in the city, and a campaign and associated support to encourage workers to move into the care sector;
- Administration and ongoing delivery of the Kickstart Internship programme, Aberdeen City Council has secured 155 internal Kickstart posts contributing towards 348 posts throughout the city (as of March);
- Use of the Crisis Line as a single access point for vulnerable people including support to people experiencing food insecurity and maximising uptake of free school meals;
- Roll out of a Mental Health Support programme and Mental Health First Aider scheme across public sector partners and ALEOs, the development of The Prevent Suicide App, and the delivery of suicide prevention training;
- Delivery of a benefits take-up campaign to encourage people to access money they are entitled to, which will continue throughout Q2 and Q3 of 2021;
- Partnership working between Community Planning Aberdeen and Business in the Community, directing offers of support from the business community via their corporate social responsibility activities, to those in need in our communities. This has included donations of digital devices which have then been distributed to the digitally excluded, enabling them to access a variety of supports including employability.

Place Theme

2.7 The place theme had 19 actions in total, of which 8 have been completed, 10 are continuing and 1 is being integrated with an existing LOIP project.

Key outputs from the people theme include:

- Delivery of the Spaces for People project to allow people to safely move around the city during the pandemic;
- Ongoing work to develop best practice and national recovery plans for the Aberdeen Event Guide;
- A review of Aberdeen Archives, Gallery and Museum to allow venues to reopen safely, when restrictions allow;
- Expansion of Gallery Retail Space with the new 'Shop at the Top' as part of the 'Shop, Visit, Eat' local campaign to increase retail space for local designers;
- Additional cycle parking, at locations identified by members of the public, officers and schools, to encourage active travel;
- Development of the Go ABZ web app – a Smart Journey Planning Tool;
- Tracking of ongoing delivery for various Energy Transition activity - including the Net Zero Vision and Strategic Infrastructure Plan, the Energy Transition Zone Business Case, and H2 Aberdeen Business Case.

2.8 During the last Implementation Group meeting, positive feedback was provided from the partner organisations on the response by the Council and the delivery of the Socio-Economic Rescue Plan. In particular, the collaboration with the Implementation Group organisations, has been strengthened through working together to deliver the Socio-Economic Rescue Plan. To maximise these benefits, all members of the Implementation Group have been invited to join Aberdeen Prospers, the Outcome Improvement Group for the Economy section of the LOIP, either as a full member of the group or to join individual project groups, as appropriate.

3 NEXT STEPS

3.1 It was agreed at the CPA Board Meeting on 22nd February and at the ACC City Growth and Resources Committee on 11th May that the Socio Economic Rescue Plan be integrated with the LOIP and the CPA structure. Any outstanding medium to longer term recovery actions, which are not currently linked with existing improvement projects, have been considered as part of the refresh of the LOIP and potential new improvement projects have been created, as required.

Recommendations for Action

It is recommended that the Board:

- i) Note the completion of the Socio-Economic Rescue Plan in its current form and integration with the LOIP and CPA structure.

Opportunities and Risks

The Plan and Governance provided an opportunity for a coordinated city-wide Partnership response to the impact of Covid-19. The actions aimed 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 initial Covid-19 response work has to evolve into medium to long term recovery actions.

Consultation

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

Background Papers

[Socio-Economic Rescue Plan](#)

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