

Item 4.1 - Minutes

Economy Committee

10.00 am, Tuesday, 28 April 2015

Present:

Councillors Ross (Convener), Munro (Vice Convener), Barrie, Blacklock, Cardownie (Substituting for Councillor McVey), Corbett, Edie, Gardner, Griffiths, Milligan, Rankin, and Rust.

1. Minutes

Decision

To approve the minute of the Economy Committee of 13 February 2015 as a correct record.

2. Key Decisions Forward Plan

The Economy Committee Key Decisions Forward Plan for the period to June 2015 was submitted.

Decision

To note the Key Decisions Forward Plan.

(Reference – Economy Key Decisions Forward Plan, submitted).

3. Rolling Actions Log

The Economy Committee Rolling Actions Log for 28 April 2015 was submitted.

Decision

To approve the closure of actions 1, 3, 5 and 7.

(Reference – Rolling Actions Log 28 April 2015, submitted).

4. Business Bulletin

The Economy Committee Business Bulletin for 28 April 2015 was presented.

Decision

- 1) To note the Business Bulletin.
- 2) To note that officers would investigate if they could obtain rail passenger data on a monthly basis.

(Reference – Business Bulletin 28 April 2015, submitted.)

5. Marketing Edinburgh Annual Report and ‘This is Edinburgh’ Update

An update was provided on the implementation of the Marketing Edinburgh Business Plan as required by the Service Level Agreement between the City of Edinburgh Council (CEC) and Marketing Edinburgh.

As previously requested, by the Committee, John Donnelly (Marketing Edinburgh) and Roddy Smith (Essential Edinburgh) gave a presentation on the ‘This is Edinburgh’ marketing campaign. The presentation covered the following areas:

- The £1m City Centre Marketing Campaign;
- Target audience and brand waves;
- The various events and themes held throughout the year;
- Campaign data; including online, TV, out of home and PR;
- City data; including footfall and retail sales;
- Survey results; and
- Edinburgh Fashion Week case study;

Decision

- 1) To note the updates on Marketing Edinburgh and the “This is Edinburgh” campaign.
- 2) To thank John Donnelly (Marketing Edinburgh) and Roddy Smith (Essential Edinburgh) for their presentations.
- 3) To request that an issues paper on moving towards a city brand, including estimated timeframes and key partners, be submitted to the next meeting of the Economy Committee.

(References –Minutes of the Economy Committee 6 March 2014 (item 4) and 29 April 2014 (item 17); report by the Director of Economic Development, submitted).

Declarations of Interest

Councillor Ross declared a non-financial interest in the foregoing item as a Director of Marketing Edinburgh and Essential Edinburgh.

Councillor Munro declared a non-financial interest in the foregoing item as a Director of Marketing Edinburgh.

6. Unemployment Trends and Correlated Factors

A presentation of Unemployment Trends and Correlated Factors was provided. The presentation aimed to build on previous poverty research for Edinburgh by analysing unemployment figures and Job Seeker's Allowance (JSA) claimant figures within localised data zones. The following areas were covered:

- Context for the study;
- JSA trends from 2005 to 2014 across multi-member wards;
- Data Zones and comparisons with multi-member ward averages;
- Data Zones within the highest 15% of JSA claimant areas; and
- Correlation of public services, crime, education, employment, health, housing and risk behaviour against JSA rate.

Decision

- 1) To note the presentation and to thank the officers and members for their contributions to the discussion.
- 2) That a follow up paper be prepared for the next meeting of the Committee, including the possibility of a pilot project and progress towards an action plan.

7. Leith Economic Framework – Final Report

The Committee had previously approved the Leith Economic Framework and an eight week period of consultation.

Following the public consultation, the Leith Economic Framework and supporting study report was presented to Committee for final approval.

Decision

- 1) To approve the Leith Economic Framework.
- 2) To monitor the delivery of actions as part of ongoing service reporting.
- 3) To agree to develop a low carbon project and investigate potential funding sources.
- 4) To agree to refer the Leith Study Report and Framework to appropriate internal and external stakeholders.
- 5) To agree to publish the Leith Study Report as a research resource for the National Libraries for Scotland.

(References – Minute of the Economy Committee 18 December 2014 (Item 5); report by the Director of Economic Development, submitted).

Declarations of Interest

Councillor Munro declared a non-financial interest in the foregoing item as a Board Member of the Port of Leith Housing Association.

8. City Strategic Investment Fund – Industrial Units

The Council had previously approved the development of a City Strategic Investment Fund to help create new development opportunities, support business innovation, deliver jobs and promote economic growth in Edinburgh.

Details were presented of a proposal to allocate £2,000,000 from the City Strategic Investment Fund for the development of a business park comprising 16 light industrial units on Council-owned land at Cutlins Road, Sighthill.

Decision

- 1) To approve, in principle, the allocation of £2,000,000 from the City Strategic Investment Fund for the development of a business park at Cutlins Road, Sighthill, to be repaid from the rental incomes generated from the park.
- 2) To refer the Director's report to the City of Edinburgh Council for final approval of the release of funds for the proposed development.

(References - Act of Council No 1, 7 February 2013; Minute of the Economy Committee 29 April 2014 (item 15); report by the Director of Economic Development, submitted).

9. Capital Coalition Pledges – Six Month Update Report

Details were presented on progress against the capital coalition pledges which the Economic Development Service had lead responsibility for. All eight pledges were on target to be achieved by May 2017.

Decision

To note the progress being made on the eight Capital Coalition pledges led by the Economic Development Service (EDS).

(References –Minute of the Economy Committee 7 October 2014 (item 6); report by the Director of Economic Development, submitted).

10. Edinburgh and South East Scotland City Region City Deal

The Committee had previously authorised the Director of Economic Development to develop a business case for an Edinburgh City Deal Infrastructure proposal.

An update was provided outlining progress to date in developing an outline business case for an Edinburgh and South East Scotland City Region City Deal.

Decision

- 1) To note that, while considerable progress had been made to date, in order to develop a detailed City Deal proposition significant additional resources would be required.
- 2) To note the progress to date in developing an outline business case.
- 3) To refer the Director's report to the Corporate, Policy and Strategy Committee for further consideration.
- 4) That a copy of the City Deal Governance Structure diagram be circulated to Committee members.

(References –Minutes of the Economy Committee 18 December 2014 (item 10) and 13 February 2015 (item 7); report by the Director of Economic Development, submitted).

11. Corporate Performance Framework: Performance for August 2014 – January 2015

An update was provided on Council performance against Economic strategic outcomes, covering the period from August 2014 to January 2015.

Decision

To note the performance for the period from August 2014 to January 2015.

(References –report by the Director of Economic Development, submitted).

12. Scotland's Cities and Regions in a Global Smart Economy Conference

The Committee had previously approved the attendance of Councillor Ross at the conference; Scotland's Cities and Regions in a Global Smart Economy, which was initially scheduled to be held in Edinburgh on 25 March 2015.

The date of the conference had since been moved to 13 May 2015 and Councillor Ross had now been invited to attend as a speaker. Approval was therefore sought for Councillor Munro to take the place booked for Councillor Ross.

Decision

- 1) To approve the attendance of Councillor Gordon Munro in place of Councillor Ross at Scotland's Cities and Regions in a Global Smart Economy Conference on 13 May 2015.

- 2) To note that Councillor Ross would also be in attendance and had been invited as he was speaking at the event.

(References – Minute of the Economy Committee 13 February 2015 (item 18); report by the Director of Economic Development, submitted).