

Housing and Economy Committee

10.00am, Thursday, 2 November 2017

Edinburgh Economy Strategy

Item number	7.5
Report number	
Executive/routine	Executive
Wards	All
Council Commitments	2, 3, 7

Executive Summary

This report provides an update on progress towards the development of a new Edinburgh Economy Strategy. It gives a summary of engagement activity undertaken with elected members, businesses, and partner organisations during Autumn 2017, and provides a recommended timetable for committee approval of a draft strategy.

Edinburgh Economy Strategy

1. Recommendations

- 1.1 It is recommended that Committee:
 - 1.1.1 Notes the progress made towards engagement of elected members, businesses, and partners in development of a new economy strategy, and
 - 1.1.2 Agrees the proposed timetable for Committee approval of a draft strategy.

2. Background

- 2.1 In September 2012, The City of Edinburgh Council launched a strategy to drive and define the Council's approach to economic development. Within a context of slow recovery from recession across the UK, this 'Strategy for Jobs' aimed to deliver 'sustainable growth through investment in jobs' and set out four integrated programmes of work for Council services to deliver this aim.
- 2.2 The period covered by the existing Strategy for Jobs comes to a close in 2017, and work is now needed to develop a new Edinburgh approach to economic development over the next few years, recognising the changing policy environment for economic development in Scotland, and challenges emerging for the Edinburgh economy over the next five years and beyond.
- 2.3 Scoping work has been underway in recent months to prepare for this strategy development. On 7 September, the Housing and Economy Committee agreed proposals for a series of engagement workshops to take place to ensure the strategy would be built around the priorities of elected members. The committee further requested that:
 - 2.3.1 Additional engagement sessions be undertaken with the Housing and Economy committee members and key strategic business and third sector partners, and that
 - 2.3.2 This report be brought to the Housing and Economy Committee to provide an update on progress and a recommendation on timescales for committee approval of a draft strategy.

3. Main report

- 3.1 A key priority for the project is to ensure that the priorities of elected members lead the development of the strategy, that the strategy reflects the views and priorities of

citizens and communities across Edinburgh, and is built around meaningful engagement with businesses, strategic partners and Council services. Towards this a range of engagement activities and approaches have been used to inform the strategy development process.

Elected member engagement

- 3.2 In order that all elected members have the opportunity to contribute to and shape the development of the new strategy, engagement activity has included the invitation to all elected members to attend one of five workshops held during October 2017. These sessions have been workshop discussions aimed at highlighting challenges to be met and opportunities for improvement. Sessions were led by the Convener and Vice Convener of the Housing and Economy Committee.
- 3.3 In addition to these sessions, a further workshop is scheduled to take place during November 2017. This session, with invitations to all elected members to attend, will provide an opportunity for members to review and discuss the project team's draft responses to all engagement activity undertaken.

Strategic partner engagement

- 3.4 Alongside elected member workshops, engagement activity has also been undertaken with strategic economic development partners in the city. This has included:
- 3.4.1 Three Business Engagement Workshops held in late October 2017. These sessions were led by the Convener and Vice Convener of the Housing and Economy Committee. The sessions were designed to facilitate dialogue between Committee members, and strategic partners across the city (including key businesses, business and sector representative groups, social enterprises, higher and further education institutions and, economic development agencies).
- 3.4.2 One workshop planned for early November, organised with the support of the Compact Partnership, and focusing on the role of third sector organisations and social enterprises.
- 3.4.3 Engagement with community planning partners through Edinburgh Partnership networks. Led by the project team, this has included officer engagement workshops with colleagues in economic development partner agencies (including Scottish Enterprise, Skills Development Scotland, Visit Scotland, and others). The activity has also involved engagement workshops with the wider community planning network.
- 3.4.4 Officer led discussions with subject specialists in partner organisations across Scotland. This activity has involved discussion with 16 external advisors on topics associated with the development of the strategy – including inclusive growth, skills development, internationalisation and inward investment, entrepreneurship, and the digital economy. Organisations who

have been represented in these discussions include University of Edinburgh, Scottish Enterprise, Skills Development Scotland, Scottish Government, the Hunter Centre for Entrepreneurship, Enterprise Scotland, Women's Enterprise Scotland, and others.

Council services

3.5 Alongside engagement with external partners, the project has also included a core strand of work to engage and involve all council services in the development of this economy strategy. Activity undertaken as part of this strand has included:

3.5.1 Early engagement and briefings with the Council Leadership Team.

3.5.2 A workshop attended by 20 council officers and managers representing all services across the Council. This workshop, led by the project team, has been followed up with further and ongoing one to one discussions with attendees.

3.5.3 Five workshop and discussion sessions with the Council's core economic development service, including detailed sessions with business growth advisors and employability advisors.

Citizens and communities

3.6 The development of this strategy will be informed by analysis of the findings of a range of community engagement activity undertaken across the city during 2017. This analysis has delivered insight into both the priorities and aspirations of Edinburgh citizens and businesses, as well as into the challenges and opportunities the city economy faces in the next few years. Key inputs to this process so far has included the findings of city-wide engagement activity carried out as part of the 2050 Edinburgh City Vision project, as well as local community engagement carried out as part of the Locality Improvement Planning project. Findings from these projects have been drawn from over 10,000 responses and ideas submitted during workshops, events and online engagement carried out across the city.

Timetable

3.7 The activities outlined above allow for parallel workstreams running to the following timetable:

3.7.1 Elected member workshops – continuing through October to mid November 2017;

3.7.2 Strategic Partner workshops – continuing through late October to early November 2017;

3.7.3 Council service engagement – continuing through October to early December 2017;

3.7.4 Strategy drafting – commencing early October and continuing to early January 2018;

3.8 On this basis, it is recommended that Committee approve the preparation of a draft strategy, including next steps for implementation and ongoing engagement, for approval by the Housing and Economy Committee on 18 January 2018.

Table 1: Timetable for engagement, drafting and approval

	September				October					November				December				January					
<i>Week commencing</i>	4th	11th	18th	25th	2nd	9th	16th	23rd	30th	6th	13th	20th	27th	4th	11th	18th	25th	1st	8th	15th	22nd	29th	
Elected Member Engagement	*								*														
Strategic Partner Engagement																							
Council Service Engagement																							
Drafting																							
Committee Approval																							*

*: Housing and Economy Committee Meetings

4. Measures of success

4.1 Measures of success will be incorporated in the draft strategy presented for approval in January 2018, and will support the Council Outcomes identified in the Council's Business Plan 2016-2020.

5. Financial impact

5.1 There are no significant financial impacts as a result of this report.

6. Risk, policy, compliance and governance impact

6.1 As this is an update report outlining the existing and required work to produce a new economic strategy there are no adverse impacts relating to risk, policy, compliance or governance.

7. Equalities impact

7.1 Assessment of equalities impacts arising from the new strategy will be included in the draft strategy presented for approval by Committee in January 2018.

8. Sustainability impact

8.1 Assessment of sustainability impacts arising from the new strategy will be included in the draft strategy presented for approval by Committee in January 2018.

9. Consultation and engagement

- 9.1 This paper provides a summary of consultation and engagement activities undertaken in development of the new strategy.

10. Background reading/external references

- 10.1 Edinburgh's existing economic strategy: [A Strategy for Jobs 2012-17](#)
- 10.2 Economy Committee Report: 7 February 2017 "[Approach for Developing a New Economic Strategy](#)"
- 10.3 Housing and Economy Committee Report: 7 September 2017 "[Edinburgh Economy Strategy](#)"

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11. Appendices

None.