

**Scottish Local Authorities Economic Development
Indicators Framework 2012-2013**

Final Report to the SLAED Executive

Improvement Service
www.improvementservice.org.uk/economicoutcomes

November 2013

About this Report

This report has been developed as part of the support provided to Scottish Councils by the Economic Outcomes Programme (EOP). This Programme is funded and delivered by the Improvement Service with support from the Scottish Government, and aims to improve the quality of delivery of economic development by Scottish Councils.

As well as supporting individual Councils, a key component of the Programme is support to national or regional delivery that Councils are contributing to. This report reflects that, and is the result of close work with all 32 Scottish Councils to collect estimates of data across a number of performance measures in the SLAED Indicators Framework.

Further information on the Economic Outcomes Programme can be accessed via the following links.

<http://www.improvementservice.org.uk/economic-development/economic-development/economic-outcomes/>

Principal Author:

Hannah Young, Project Officer, Economic Outcomes Programme
hannah.young@improvementservice.org.uk

Other Contributors:

Dr. Andrew McGuire, Programme Manager, Improvement Service
andrew.mcguire@improvementservice.org.uk

Richard Sweetnam, Senior Manager, Economic Outcomes Programme
richard.sweetnam@improvementservice.org.uk

Acknowledgements

The Economic Outcomes Programme is grateful to a wide range of organisations for their contribution to the SLAED Indicators Framework and data collection, including SLAED, the 32 Scottish Councils, VisitScotland and the Business Gateway Team based at CoSLA. The EOP would also like to acknowledge the work of Sandra Montador-Stewart of Fife Council and colleagues across Scotland's Local Authorities in developing the original set of indicators and previous annual report. Acknowledgement is also given to the Scottish Government analysts that assisted in the collation and interpretation of the Outcome measures data.

Please email eop@improvementservice.org.uk or contact the IS [Economic Outcomes Team](#) if you have any queries regarding this report.

Improvement Service
November 2013

Contents

EXECUTIVE SUMMARY.....	i
1 INTRODUCTION	1
1.1 Background.....	1
1.2 Context.....	2
1.3 Research Objectives	3
1.4 Approach and Methodology	3
1.5 Structure of Report.....	4
2 SLAED MEASURES.....	5
2.1 Activity Indicators	5
2.2 Output Indicators.....	6
2.3 Outcome Indicators	6
2.4 Changes from Previous Version.....	7
3 DATA RETURNS.....	9
3.1 Response Rates.....	9
3.2 Timing	11
3.3 Quality.....	11
3.4 Technical Capacity.....	11
4 ANALYSIS	13
4.1 Activity Indicators	13
4.2 Output Indicators.....	16
4.3 Outcome Indicators	24
4.4 Individual Council Data	34
4.5 Benchmarking	34
5 CONCLUSIONS AND RECOMMENDATIONS.....	36
5.1 Next Steps.....	46
5.2 Further Information.....	46
APPENDIX 1 – RETURNS BY COUNCILS.....	47
APPENDIX 2 – Indicator Breakdowns by Council Area.....	80
APPENDIX 3 – LINKS TO KEY DOCUMENTS.....	101

EXECUTIVE SUMMARY

Background & Context

1. The main driver behind the SLAED Indicators Framework is to provide consistent evidence on what Councils are delivering, as 'local economic development agencies'. This 2012/2013 version of the SLAED Indicators Framework was developed with SLAED, following a review carried out by the Improvement Service of the previous Framework. It is designed to be used by all Scottish Local Authority Economic Development services and aims to provide a consistent measure of the economic activities, outputs and outcomes across all 32 Council areas. Over time, this will allow meaningful comparisons to be made on the comparative performance of areas and to assist in the ongoing monitoring of performance and overall resource allocation within Councils. The consistent definitions and reporting of key economic indicators via the Framework also facilitates reporting on the aggregate effects of Council delivery of economic development, and enables a broad assessment to be made of the significant contribution Councils make to Scotland's economy.
2. Publication of the 2012/13 SLAED Indicators Framework represents a major step forward. The foundations for this work were laid out in previous work by SLAED and the 2012/13 Framework includes an updated set of indicators, detailed definitions and accompanying guidance. The nature of such Frameworks means that there will always be scope for further improvement and refinement, as well as debate around what are the most appropriate measures to use. Whilst this report may have a small number of gaps, it does represent significant progress by SLAED and Councils themselves.
3. SLAED is committed to the ongoing and continuous improvement of the Framework. In publishing this report, SLAED is also demonstrating its commitment to accountability and performance monitoring of Council delivery of economic development. It is intended that the report will be used to help articulate the contribution made by Councils, individually and collectively, and help identify areas that can be further strengthened. The ultimate goal is to ensure the most effective use of resources, to strengthen performance management and to maximise the positive impact that Councils have on the economy of Scotland.
4. One of the challenges of developing a consistent set of Economic Development Indicators for Local Authorities is that in general, the economic performance of their areas is different, and the resulting issues, challenges and opportunities also vary. Councils do not deliver exactly the same economic development activity and therefore comparison of delivery and their performance cannot always be made.
5. There is interest from both Audit Scotland and the Scottish Parliament in the delivery by Councils of economic development services. Furthermore, the submission of the Single Outcome Agreements by Community Planning Partnerships, and their emphasis on economic recovery, growth and jobs, requires good information on local economies and therefore a better understanding of the links between 'activities', the 'outputs' of these activities and the economic 'outcomes' being targeted by each Community Planning

Partnership area. The set of measures used here will enable better monitoring of delivery.

Objectives, Approach & Methodology

6. The purpose of this report is to provide SLAED with the data and analysis for 2012/13, the 'review period'. The Improvement Service's (IS) Economic Outcomes Programme (EOP) has collected data across all measures from Councils and presents it within this report. Although the EOP has liaised with SLAED and individual Councils in seeking to ensure consistency of data returns, it has not undertaken an audit of the data and systems and process to capture the data across the 32 Councils.
7. The report does not include detailed commentary or analysis on the comparative 'performance' of Councils. This is partly down to certain issues concerning the quality of some of the data provided; but also reflects that in different Council areas, there are different policy objectives that influence the extent of resource that is committed to different activities. In this sense different levels of outputs between two Councils may simply reflect different policy priorities rather than different 'performance' levels.
8. In May 2013, all 32 Councils were issued with a Data Return Template, outlining the data requested, along with a Guide with instructions and definitions of each indicator. The template is available on the Improvement Service [website](#) and is accompanied by a database of responses to 'frequently asked questions'.
9. Council returns were collated by the Improvement Service in a central database along with the previously sourced outcomes data (available from SNS). This will allow the addition of data submitted in future iterations of this framework and development of an ongoing 'story' of the impact that Councils have on the economy, as well as identifying potential areas for improvement.

The Measures

10. The SLAED measures are consistent with the broad finance categories highlighted in the Chartered Institute of Public Finance Accounting (CIPFA) and Local Finance Report (LFR) guidance. Three broad types of indicators were drafted and agreed with SLAED: Activity Indicators, Output Indicators and Outcome Indicators.
11. There are three **activity measures** used in the report: leverage of external funding that is used to invest in economic development activities; additional expenditure in the local area through Visitor Information Centres operated by VisitScotland; and the number of unemployed people participated in Council funded/ operated Employability Programmes.
12. There are six **output measures** used in the report: the number of businesses supported by Council economic development activity; the number of businesses supported by Business Gateway activities; the number of businesses assisted to trade outwith Scotland; the number of unemployed people assisted into work from Council funded/operated Employability Programmes; the number of jobs supported by inward investment projects; and the availability of employment land.

13. There are nine **outcome measures** used in the report: Gross Value Added (GVA); Gross Weekly Earnings; Employment Rate; New Business Start Up Rate; Business Survival Rate; percentage of population in receipt of out of work benefits; working age people with low/ no qualifications; carbon dioxide emissions per capita; and town centre vacancy rates.
14. Within some measures, the Framework also requested more detailed breakdowns. For example, under 'business development/ support' measures, the Framework requests information on the sectors that assisted businesses operate within, reflecting the Government's and SE/ HIE focus on Growth and Key Sectors.
15. Also under 'business development/ support' measures, the Framework requests additional detail on a Council's 'corporate economic impact', and the nature of interaction by Councils with their business community, beyond 'direct economic development activity', gathering data on other business facing functions such as planning, licensing, trading standards etc.
16. Finally under 'employability/ training' measures, the new Framework seeks to identify information on age/ gender of people supported, length of unemployment and progression.
17. Whilst it is acknowledged that some Councils may not yet have the systems and processes to gather this level of supporting information, this is something that should be considered so that this analysis can be undertaken in future.

Responses

18. Ignoring the outcome measures (except Town Centre Vacancy Rates), as these data are sourced from the Office for National Statistics (ONS) and Scottish National Statistics (SNS), only five Councils submitted data for every measure – 100% completion. At the other end of the scale, only six Councils submitted data for five or less measures – 63% or less completion.
19. Within this scale, it is not always clear from the response provided whether the 'gaps' reflect that a measure is considered by the returning Council as '*not applicable*' - a Council did not deliver this type of activity in 2012/13 – or the data has not been submitted because it is '*not available*'.
20. Separate to this report, feedback on their return will be provided to each Council through the EOP and this will seek to ensure any discrepancies are avoided in future review periods.

Analysis

21. More detailed analysis, by Council area and indicator type, is provided in the full report and appendices. The sections below provide a summary of the aggregate 'activity' and 'output' measures only. The outcome measures are reported by Council area compared to a Scottish figure in the report but are not replicated in this Executive Summary. The tables below provide a summary of the aggregated data for the 'activity measures' for 2012/13. Under each measure, an illustration is provided.

Measure (ref)	Number of Projects	Total Costs	Council £	External £	Rate £
Leverage of additional external funding secured by Councils to invest in economic development projects (A1)	661	£163m	£81m	£82m	£1: £1.01
<i>In 2012/13, Scottish Councils delivered an estimated 661 economic development projects that were funded by a number of sources. The total costs of these is estimated at £163m, and for every £1 invested by the Council, £1.01 was levered in from other sources. These costs do not include total budgets invested in delivery of economic development (eg staffing, other revenue or capital).</i>					
Measure (ref)			Number of Visits	Spend	£ Per head
Additional spend generated via Visitor Information Centres (A3)			2.5m	£13.6m	£5.35
<i>In 2012/13, VisitScotland operated Visitor Information Centres (VICs) that were also supported by Scottish Councils. Based on the returns from 17 Council areas, these received 2.5m 'visits' generating additional spend in non-retail tourism products/attractions or services of £13.6m. This equates to £5.35 per VIC visit (data from VisitScotland).</i>					
Measure (ref)			Total	Of which	
				Male	Female
Unemployed people participating in Council funded/operated employability programmes (A4)			67,000	39,700	27,300
<i>Based on the returns submitted, in 2012/13, Scottish Councils supported an estimated 67,000 unemployed people on directly delivered or supported employability programmes.</i>					

22. The table below provides a summary of the aggregated data for the 'output measures' for 2012/13. Under each measure, an illustration is provided.

		Example of support (% , based on returns from 29 Councils) ¹			
Measure (ref)	No. of Businesses	Grants	Land & Property	Skills	Other
Number of businesses supported by Council economic development activities (OP1a)	12,500	23%	11%	6%	32%
<i>In 2012/13, Scottish Councils provided support to a total of 12,500 unique businesses. This is support over and above that provided via Business Gateway. The highest proportion of support was delivery of 'business grants'. Within other support delivered, responses include procurement, sector advice (eg food & drink, tourism), business advice and information events.</i>					
			Advisory		
Measure (ref)	No. of Start Ups	Enquiries	Start Up	Growth	Local
Number of businesses assisted by Business Gateway activities (OP1b)	9,600	49,200	1,600	1,400	2,400
<i>In 2012/13, Scottish Councils provided support, through their Business Gateway delivery, to 9,600 start-up businesses. In the same year, the Business Gateway services dealt with 49,200 enquiries, and provided expert Start-Up, Growth and Local advisory interventions 1,600, 1,400 and 2,400 respectively.</i>					
		Example of support (% , based on returns from 16 Councils) ²			
Measure (ref)	No. of Businesses	Export Skills	Country Advice	Trade Mission	Grants
Number of businesses assisted to trade outwith Scotland (OP1c)	600	10%	40%	30%	6%
<i>In 2012/13, based on the returns of 16 Councils, 600 businesses were assisted to trade outwith Scotland, Of those that responded, the type of support varies, but the biggest proportion of support is the provision of advice and information on countries and trade missions</i>					

¹ Examples of support and therefore does not add up to 100%

² Examples of support and therefore does not add up to 100%

Measure (ref)	Total	Of which	
		Male	Female
Unemployed people assisted into work from Council funded/ operated employability programmes (OP2)	19,000	12,000	7,000
<i>Based on the returns submitted, in 2012/13, Scottish Councils supported an estimated 19,000 unemployed people into work from directly delivered or supported employability programmes. Based on a lower proportion of responses, over half of these were into jobs for more than 12 months.</i>			
Measure (ref)	Total		
Jobs supported by Inward Investment Projects (OP3)	1,700		
<i>Only 11 Councils were able to estimate the number of job outputs from inward investment activity. Based on this response, 1,700 jobs were supported. It is noted that further analysis of the source of these jobs, by those areas providing data, suggests that 500 jobs are as result of relocations from within Scotland.</i>			
Measure (ref)	Total Allocated (Ha)	Immediately Available (Ha)	% immediately available
Availability of employment land (land deemed immediately available for business use/ investment – fully serviced and marketable (OP4))	14,000	2,700	20%
<i>14,000 hectares of land are allocated for employment use across Councils. 20%, or 2,700 hectares, is deemed to be immediately available for business use.</i>			

Conclusions, Recommendations & Next Steps

23. From the overall collection, collation and analysis of data for the 2012/13 review, a number of conclusions have been drawn. They have been grouped under three broad areas – ‘timing’, ‘quality’ and ‘capacity’. A number of recommended actions are proposed for consideration in response to these conclusions for SLAED and partners to consider.
24. In general, the collection, collation and analysis of 32 returns proved to be a significant challenge, for both the EOP and participating Councils and the process can be improved for future review periods. More detail is provided in the main report.
25. It is acknowledged therefore that the current SLAED Indicators Framework should be subject to ongoing review and refinement. At the same time, it will be important to

maintain a balance between continuity and improvement - too many changes will hinder year-on-year comparison. Councils are encouraged to make suggestions on how the Framework and process can be improved, and the IS's EOP Team will distribute a short online survey to get SLAED members' views and experiences of the collection of data this year, and any changes that could be made to improve the process in 2013/14. This will be augmented by wider workshops/ seminars with SLAED Groups and Councils where appropriate.

26. This review, analysis and feedback are factors which will help to influence the development of the 2013/14 iteration of the SLAED Indicators Framework. The EOP will seek to share examples of particularly 'good practice' around management of administrative data and robust data recording systems with the intention to positively influence the development of the 2013/14 iteration of the SLAED Indicators Framework.
27. This Indicator Framework has been developed through the work and consultation by the SLAED working group. During the period of support provided by the EOP, the IS is interested to discuss other activities, outputs and outcomes that are delivered by Council Economic Development teams that may not yet be adequately assessed through the SLAED Framework.

Further Information

28. Please email eop@improvementservice.org.uk or contact the IS [Economic Outcomes Team](#) if you have any queries regarding this report.

1 INTRODUCTION

This report provides an analysis of SLAED Indicators submitted by Councils covering the 2012-2013 financial year.

1.1 Background

In 2010/2011, SLAED formed a sub-group of officers from across Councils to develop a set of measures of economic development activity delivered by Councils. The main driver behind this work was to provide consistent evidence on what Councils are delivering, as 'local economic development agencies', and in partnership with other national agencies such as Scottish Enterprise (SE), Skills Development Scotland (SDS), VisitScotland (VS) or Highlands & Islands Enterprise (HIE).

A review of the first submission of the SLAED Indicators, for 2010/11, indicated that not all Councils had provided comparable data, for various reasons including: different interpretation of the definitions used; proposed measures were interpreted as being 'not applicable' to a Council's delivery; or Councils were not collecting data. This latest version of the SLAED Indicators Framework was developed with SLAED following a review¹ carried out by the Improvement Service. The Framework was approved by the full SLAED Group in March 2013 and is designed to be used by all Scottish Local Authority Economic Development services.

The aims of the SLAED Indicators Framework are to:

- Provide a consistent measure of the economic development delivery in Council areas and to help highlight the central role of economic outcomes in the SOA and the prevention agenda;
- Develop a set of key measures that can be used to assess both the overall and relative performance of Council economic development activity across Scotland;
- Enable assessment of the comparative performance of areas and assist in identifying areas for potential improvement;
- Accumulate evidence that will assist in the ongoing development of interventions, monitoring performance and overall resource allocation;
- Develop a comprehensive overview of the significance of Council-led Economic Development activity and gain an insight into Councils' contribution to local and national outcomes.; and
- Aggregate overall levels of Council economic development activity and estimated gross impact across Scotland. (This information, for example, can then be used for lobbying purposes, for publicity, and for demonstrating the important contribution made to the economy by Local Authorities).

Interest from both Audit Scotland² and the Scottish Parliament³ has underlined the importance of this work.

¹ A copy of the IS Review Report on the previous iteration of the SLAED Indicators can be accessed from the IS website: www.improvementservice.org.uk/economicoutcomes

² "SLAED has developed a series of economic indicators to help measure the impact of economic development activity across Scotland. The purpose of the indicators is to support improvement and consistency across councils in measuring performance. The SLAED indicators complement the menu of local indicators developed by SOLACE.

One of the challenges of seeking to develop a consistent set of Economic Development Indicators for Local Authorities is that Councils, in general, do not deliver exactly the same economic development activity and this can make comparison of delivery and performance more challenging. Exceptions to this are delivery of Business Gateway and certain EU-supported activities that tend to deliver the same type of activities, outputs and outcomes.

The data included in the SLAED Framework should be routinely collated by Councils as part of their ongoing performance management processes. Where Council performance systems are not yet routinely collating this data, support and advice in developing systems can be provided by the Improvement Service's [Economic Outcomes Programme](#) (EOP) which agreed to provide support to SLAED for two years to assist the collation and analysis of data and the ongoing refinement of the Framework for the 2012/13 and 2013/14 review periods.

1.2 Context

The SLAED Group conducted a survey of national economic development investment (fte staffing and financial investment) in November 2010 which resulted in a report illustrating the scope and scale of economic development activities nationally. Following this, SLAED led on the development of national Performance Indicators which would be implemented at a local level, to collect data on Council economic development activity and further develop a national picture of economic outcomes.

The SLAED survey provided an update to the previous EKOS study (2009)⁴ into local economic development activity. This study helped assess the nature and scale of economic development and regeneration activity across Scotland's Local Authorities.

A key message in the Audit Scotland report *'The Role of Community Planning Partnerships in Economic Development'*⁵ is that *"the economic development component of SOAs and local economic development strategies need to be better aligned and based on good information about local economies. They should include outcomes and indicators that enable progress to be assessed and managed"*. Accordingly, the SLAED Indicators Framework seeks to ensure appropriate alignment with other relevant Frameworks, including the Local Outcome Indicators work for SOAs, Business Gateway, etc.

The Chartered Institute of Public Finance Accounting (CIPFA) has issued a 'code of practice' for local authorities for submitting their annual Local Finance Returns (LFR). It recommends, for budget purposes, that there are six sub-divisions of economic development: business competitiveness, physical business infrastructure, training and human resource development, economic inclusion, area promotion and economic research and policy development. The LFR includes input data (eg staff and budget costs) for economic development in 'Planning &

Use of the indicators developed by these groups could help improve consistency and allow performance to be compared across CPPs" (Audit Scotland, 2011).

³ *"The Local Authority sector has historically not had common methods for measuring economic impact and return on investment, though through work being carried out by the Improvement Service and SLAED's new national performance indicators, we are developing a more robust framework for measuring the impact of our economic development interventions."* (Scottish Parliament, 2010)

⁴ Review of Local Authority Economic Development Activity, October 2009.

⁵ http://www.audit-scotland.gov.uk/docs/central/2011/nr_111103_community_planning.pdf

Development'. However, the same 'economic development' data is also requested under 'Culture and Related Services' for events and tourism activity. Despite these potential conflicts, in broad terms the capture of data on activities, outputs and outcomes through the SLAED Indicators Framework do broadly reflect these finance categories. SLAED may wish to liaise with CIPFA in refining any definitions to ensure that the input data provided in future LFRs can be used to facilitate additional cost-benefit and value for money calculations.

1.3 Research Objectives

The purpose of this report is to provide SLAED with the data and analysis of the SLAED Indicators for 2012/13, the 'review period'. This will also enable a time series comparison to be made with data for future periods and, in doing so, develop a meaningful and consistent picture of economic development at a local and national level. The EOP has collected the data provided by Councils and presents it within this report. Although the EOP has liaised with SLAED and individual Councils in seeking to ensure consistency of data returns, it has not undertaken an audit of the data and systems and process to capture the data across the 32 Councils. In this sense, the report presents the data provided by Councils.

Similarly the research makes no conclusions of the data and the comparative 'performance' of Councils. This is partly down to some issues concerning the quality of some of the data provided; but also reflects that in different Council areas, there are different policy objectives that influence the extent of resource that is committed to different activities. Therefore not every area delivers either the same activity; or if it does, delivers to the same extent or level of investment. In this sense different levels of outputs between two Councils may simply reflect different policy priorities rather than different 'performance' levels.

For example, one Council may offer a business grant scheme of £250,000 that provides support to 100 local businesses. Another Council offers a loan scheme of £500,000 that provides support to 20 businesses. The SLAED Framework would measure that Council A has supported 100 businesses compared to Council B's support of 20 businesses. Further analysis may indicate that Council A delivers support at a unit cost of £2,500 per business compared to Council B of £25,000. But this does not mean that Council A is providing a better level of support or Council B needs to improve its number of assists, as the nature of the support is different: In this example, a loan will continue to be recycled to support more businesses than a non-repayable grant scheme; or the scale of support provided by a loan scheme may ultimately deliver higher and/ or more sustainable economic outcomes.

1.4 Approach and Methodology

Following agreement of the Indicators, all 32 Councils were issued with a Data Return Template, outlining the data requested, along with instructions addressing any initial queries that Councils might have. A Guide with more extensive instructions and definitions of indicators was issued along with the Template, providing detailed definitions and rationales for each Indicator.

In addition, as Councils requested more clarity on the measures and data collection, the template itself was updated with a latest version available on the Improvement Service [website](#). This was also accompanied by a database of responses to 'frequently asked questions'.

Council returns were collated by the Improvement Service in a central database along with the previously sourced outcomes data (available from SNS). This will allow the addition of data submitted in future iterations of this framework and development of an ongoing 'story' of the

impact that Councils have on the economy, as well as identifying potential areas for improvement.

1.5 Structure of Report

Following this introduction, section 2 of the report outlines the measures used within the SLAED Indicators Framework; Section 3 considers Council response rates and feedback from the data collection phase. Section 4 analyses the returns and, where possible, provides aggregated figures for Scotland as a whole. The report concludes with a number of recommendations on how the SLAED Indicators Framework can be further refined and strengthened.

Appendix 1 provides a summary of the returns for each Council area. Appendix 2 provides a summary of the data for each indicator, by each Council area. Appendix 3 contains links to the Guidance provided to Councils, the Data Return Template and Frequently Asked Questions that are hosted on the Improvement Service website.

2 SLAED MEASURES

The SLAED set of measures are consistent with the broad finance categories highlighted in the CIPFA and LFR guidance. There are three broad types of indicator drafted and agreed with SLAED in March 2013 (formerly known as ‘health check’, ‘core’ and ‘discretionary’ measures):

- Activity Indicators
- Output Indicators
- Outcome Indicators

The Outcome Indicators contained within the SLAED Framework are aligned to the economic Outcome indicators contained within the [Menu of Local Outcome Indicators](#). (This is the Menu that is recommended by SOLACE / Scottish Government / CoSLA / IS / Audit Scotland for use in SOAs)⁶.

2.1 Activity Indicators

The table below summarises each activity measure, the definition and source.

Table 1 – Activity Indicators

<u>Ref</u>	<u>Indicator</u>	<u>Definition</u>	<u>Source</u>
A1	Leverage of External Funding	Any additional funding that is secured by a Council to invest in economic development activities. In general, this includes European, Scottish/UK Government funding, Lottery funding and private sector funding.	Council administrative data
A3	Additional expenditure to the local area through Visitor Information Centres	Measures the additional spend within the local area as a result of the visit to a Visitor Information Centre	VisitScotland, from primary research
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	Total number of unique FTEs who have participated in Council run and/or funded employability programmes during 2012/13.	Council administrative data

The original SLAED indicators framework for 2012/13 also included **Indicator A2 - Return on Investment of Campaigns Purchased through VisitScotland**. However, this needs to be amended following consultation with VisitScotland, and it is not included in this report. While VS can provide data on the effect of its campaigns nationally, for example the level of conversion to individual areas, estimating the ‘Council area’ effect of VS national/international campaigns from specific council investment is not always possible within the level of public resource available and scale of financial contribution by Councils.

However, through specific ‘Minutes of Agreement’ between VS and Councils, a series of performance indicators are determined according to the tourism strategy and the nature of marketing being delivered (eg ‘on arrival’, ‘local destination’, ‘international’ or ‘business

⁶ The latest data relating to the Menu indicators can be accessed via the Local Outcome Indicators' data report on the [Scottish Neighbourhood Statistics website \(www.sns.gov.uk\)](http://www.sns.gov.uk). (Within SNS, click on ‘Standard Reporter’. Then click on ‘Performance Framework report’. Then, from the first drop down menu, choose ‘Local Outcome Indicators’. A report on ‘Local Outcome Indicators by Equalities Characteristics’ is also available from the sub-report Menu).

tourism'.) for a particular region and level of financial investment by Councils. These measures are not included within the SLAED Indicators Framework

2.2 Output Indicators

The table below summarises each output measure, the definition and source.

Table 2 – Output Indicators

Ref	Indicator	Definition	Source
OP1a	No. of Businesses Supported by Council Economic Development Activity	Number of unique businesses that have been supported by a Council Economic Development team activity during 2012/13 (separate from and/ or in addition to businesses that may also be assisted by the Business Gateway).	Council administrative data
OP1b	No. of Businesses Supported by Business Gateway Activities	Number of unique businesses that have been supported by Business Gateway during 2012/13.	Business Gateway National Unit, CoSLA
OP1c	No. of Businesses Assisted to Trade Outwith Scotland	Number of businesses assisted to trade outwith Scotland through exporting support initiatives/ programmes provided by/ supported by the Council.	Council administrative data
OP2	Unemployed People Assisted into work from Council funded/operated Employability Programmes	Number of unique FTEs entering employment following assistance from Council funded/operated employability programmes.	Council administrative data
OP3	Jobs Supported by Inward Investment Projects	This is the number of FTE jobs supported in 2012/13 in which the Council's inward investment promotional and support activity has contributed. A Council "inward investment" project is defined as one which provides marketing or other promotional and other support.	Council administrative data
OP4	Availability of Employment Land	Employment Land is land that is deemed to be immediately available for business use. It is, therefore, fully serviced and marketed land, as opposed to simply land designated for employment/ industrial use in the Local Plan.	Council administrative data

2.3 Outcome Indicators

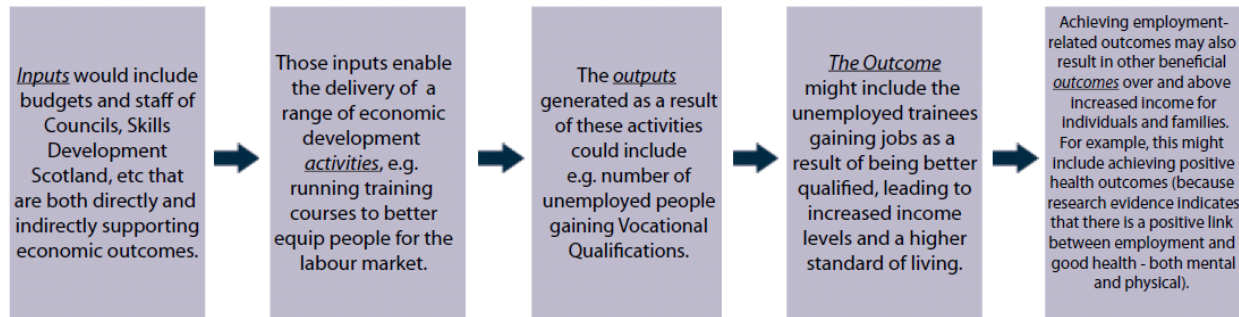
Councils were not required to submit data for any of the Outcome Indicators other than OC9, as this was collated directly from the [SNS website](#) and [ONS Business Demography](#) by the Improvement Service. The table below summarises each outcome measure, the definition and source.

Table 3 – Outcome Indicators

Ref	Indicator	Definition	Source
OC1	Gross Value Added (NUTS3 Regions)	Measures total economic output in an area	ONS Website
OC2	Gross Weekly Earnings	The median gross weekly earnings of full time employees: 1. Median weekly earnings for full time workers – Residence Based (median earnings of people in employment who live in the Council area regardless of the location of their employment). 2. Median weekly earnings for full time workers – Workforce Based (median earnings of people employed within the Council area regardless of where they reside).	SNS Website
OC3	Employment Rate	The number of people aged 16-64 in employment expressed as a percentage of the total population aged 16-64.	Nomis Website
OC4	New Business Starts	Number of new business births/start-ups (VAT/PAYE registrations) in the Council area per 10,000 population and per 10,000 population (aged 16-64 years).	ONS Website – Business Demography
OC5	Business Survival Rate	The sustainability of new businesses in an area, expressed as a percentage rate of the VAT/PAYE registered businesses that survive for at least three years.	ONS Website – Business Demography
OC6	Percentage of the population in Receipt of Key DWP Benefits	Percentage of people aged 16-64 claiming one or more of the DWP's defined key benefits. Percentage of population aged 16-64 that are claiming Jobseeker's Allowance (JSA)	Nomis Website
OC7	Proportion of Population aged 16-64 with Low/No Qualifications.	Percentage of the population aged 16-64 that have either no formal qualifications or qualifications at SCQF (Scottish Credit & Qualifications Framework) Level 4 or lower.	Scottish Government Website
OC8	Carbon Dioxide Emissions per Capita	Carbon dioxide emissions by local authority area per capita (per head of total population).	SNS Website
OC9	Town Vacancy Rates	Measure of vacant retail units as a percentage of total retail units for the Local Authority's key town centres.	Council administrative data

2.4 Changes from Previous Version

The EOP review of the previous SLAED Indicator Framework highlighted that the definitions of individual indicators could be amended to ensure consistency in collation. The use of 'activity', 'output' and 'outcome' measures is consistent to a 'logical framework approach', and the linking delivery of economic development activity to the ultimate outcome and impact on the local economy. This approach emphasises the 'cause and effect' of delivery, and enables better targeting and monitoring of activities and outputs at different stages of delivery. It is also consistent with standard evaluation and appraisal practice and understood across partner agencies such as SE and HIE. This is demonstrated further in the diagram below:



Source: Scottish Local Authorities Improvement Guide (2011)

The 2012/13 ‘outcome’ indicators are broadly consistent with the ‘health check’ Indicators in the earlier version of the SLAED Indicators Framework, The former ‘core’ and ‘discretionary’ indicators have been refined and allocated under the ‘activity’ and ‘output’ headings.

This version of the SLAED Indicators Framework also seeks to gather more detail for certain measures. For example, under ‘business development/ support’ measures, the 2012/13 framework requests information on the sectors that assisted businesses operate within, reflecting the Government’s and SE/ HIE focus on Growth and Key Sectors.

Also under ‘business development/ support’ measures, the Framework requests additional detail on a Council’s ‘corporate economic potential’, and the nature of interaction by Councils with their business community, beyond ‘direct economic development activity’. This acknowledges the corporate economic impact of Councils around other business facing functions such as planning, licensing, trading standards etc.

Finally under ‘employability/ training’ measures, the new framework seeks to identify information on age/ gender of people supported, length of unemployment and progression.

Whilst it is acknowledged that Councils may not have the systems and processes to gather this level of supporting information, it is anticipated that as a result of this review, these will be developed so that this analysis can be done in future. This will be beneficial to Councils in developing a coordinated and corporate approach to ‘business facing’ service delivery.

3 DATA RETURNS

This section provides a commentary on the nature of the returns submitted by Councils.

3.1 Response Rates

Data for the Outcome Indicators (except OC9) was sourced directly from the Office for National Statistics (ONS) and Scottish National Statistics (SNS); therefore these are 100% complete so far as the official data allows. This report includes the most up to date data available that is relevant to the 2012/13 review period⁷.

For the remaining eight Indicators, out of 32 Councils:

- Five Councils (15%) submitted data for every Indicator (100% completion);
- 14 Councils (44%) submitted data for all but one Indicator (88% completion);
- Seven Councils (22%) submitted data for six out of eight Indicators (75% completion);
- And the remaining six Councils (19%) submitted data for five or less Indicators (63% or less completion).

Table four below details the response rates of each individual Council, for each measure in the Framework that Councils were providing data on. To explain this table, and taking the first Council on the list (Aberdeen City) as an example, its return does not provide data for three measures. It is not clear from the response whether this is because the returning officer in that Council has deemed these measures to be '*not applicable*' or the data is '*not available*'.

The Guidance advised Councils on how to make this distinction: 'Nil returns' should reflect either a) that the measure proposed is '*not applicable*' in the sense that a Council did not deliver appropriate activities; or b) that the measure proposed could be used to monitor a Council's delivery of appropriate activities, but the measure is reported as '*not available*' because either the data was not collected; or activity was not being monitored. This distinction remained unclear in a number of Council returns, and feedback will be provided to these Councils so that future returns can be confirmed as complete.

⁷ Outcome data has been taken from the Outcome Indicators local reports on SNS. No attempt has been made to average out annualised data across the 2012/13 financial year.

Table 4 – Response Rates from Councils for each indicator¹⁰

COUNCIL AREA	A1 – Leverage of External Funding	A4 – Unemployed People Participating in Council Funded/Operated Employability Programmes	OP1a – Number of Businesses Supported by Council Economic Development Activities	OP1c – Number of Businesses Assisted to Trade Outwith Scotland	OP2 - Unemployed People Assisted into work from Council Employability Programmes	OP3 – Jobs Supported by Inward Investment Projects	OP4 – Availability of Employment Land	OC9 – Town Vacancy Rate
Aberdeen City		N/A	✓	✓			✓	✓
Aberdeenshire	✓	✓	✓	N/A	✓	N/A	✓	✓
Angus		✓	✓	✓	✓	✓	✓	✓
Argyll & Bute	✓	✓	✓	N/A	✓	N/A	✓	
Clackmannanshire	✓	✓	✓	N/A	✓	✓	✓	✓
Dumfries & Galloway	✓	✓	✓	✓	✓	N/A	✓	✓
Dundee City	✓	✓		✓	✓		✓	✓
East Ayrshire	✓	✓	✓	✓	✓	N/A	✓	✓
East Dunbartonshire	✓	✓	✓	✓	✓	✓	✓	✓
East Lothian	✓		✓	✓	N/A	N/A	✓	✓
East Renfrewshire	✓	✓	✓	✓	✓	N/A	✓	✓
Edinburgh City	✓	✓	✓	N/A	✓	✓	✓	✓
Eilean Siar	✓	✓	✓		✓		✓	✓
Falkirk	✓	✓	✓	✓	✓		✓	✓
Fife	✓	✓	✓	✓	✓	✓	✓	✓
Glasgow City	✓	✓	✓	✓	✓	✓	✓	✓
Highland		✓			✓			
Inverclyde	✓	✓	✓		✓	✓	✓	✓
Midlothian	✓	✓	✓	✓	✓		✓	✓
Moray	✓	✓	✓	N/A	✓	N/A	✓	✓
North Ayrshire	✓	✓			✓			
North Lanarkshire	✓	✓	✓	N/A	✓		✓	✓
Orkney Islands	N/A		✓	N/A		N/A		✓
Perth & Kinross	✓	✓	✓	✓	✓	N/A	✓	✓
Renfrewshire	✓	✓	✓	N/A	✓	✓	✓	✓
Scottish Borders	✓	✓	✓		✓	✓	✓	✓
Shetland Islands	✓	✓	✓	✓	✓		✓	✓
South Ayrshire	✓	✓	✓	✓	✓	✓	✓	✓
South Lanarkshire	✓	✓	✓	✓	✓		✓	✓
Stirling	✓	✓	✓		✓	N/A	✓	✓
West Dunbartonshire	✓	✓	✓	✓	✓	✓	✓	✓
West Lothian	✓	✓	✓	N/A	✓	N/A	✓	✓

¹⁰ N/A = 'not applicable' – the Council **reports** it is not delivering this activity
Cells highlighted red = 'not available'. Councils have **not provided** data on this indicator and the report cannot establish whether this means it is actually 'not applicable' or data has not been collected/ monitored

3.2 Timing

Overall, the work programme for the collection, collation and analysis was continuously revised and collection and analysis for future review periods will benefit from the experience gained from this review period.

3.3 Quality

As shown in Table 4 above, there are still some gaps where Councils were unable to provide data for certain measures. Although detailed Guidance and definitions were issued along with the Data Return Template, some measures may still be subject to varying interpretation by individual Council Officers. In particular, it is suspected that readily available data was likely to be reported by Councils, even though it may not necessarily have accorded with the precise definition provided in the Guidance.

Below the actual measure itself, and in the majority of cases, Councils were unable to provide the detailed level of breakdown requested for Indicators OP1a - Number of Businesses Supported by Council Economic Development Activities, OP2 - Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes.

Indicators OP1c - Number of Businesses Assisted to Trade outwith Scotland and OP3 - Jobs Supported by Inward Investment Projects were significantly less complete than the others, suggesting that the majority of Councils either do not do these activities, and the measures are therefore not applicable and could be deleted from future analysis; or that they do not (yet) have systems in place to record them. This is an area that could also be considered in the context of local 'economic partnerships' and the data provided by Scottish Development International (SDI) through SE/ HIE.

It was notable that while Councils, in general, can provide a 'count' of the number of companies they support, they have been less able to 'count' the number of instances of support to each company, and in this sense may result in under-estimating the effect on the local economy. For example, a business may be assisted through the Business Gateway; and may also access a grant, advice on procurement or property support. In this example, one business has been supported four times. Some returns are counting the business but not necessarily all instances of support provided. This can be improved in future review periods.

Some Councils stated that it can be difficult to separate business support into single instances as there may be crossover between different types of assistance. Also, it can be difficult to separate and determine where activity related to one indicator ends and another begins. Similarly, this can be improved in future returns.

The EOP designed the Data Return Template to break employability data down into age, gender and duration of unemployment and to break Business Support data into key/growth sectors. However, for the majority of Councils it has not been possible to report this level of detail. It is suggested that these are likely to be important details required to measure performance and impact. Nevertheless, discussions will take place with SLAED to consider whether or not to persevere with these breakdowns in future iterations of the Framework.

3.4 Technical Capacity

Common feedback on the Data Return Template was that it was too complex, and would benefit from being more 'user friendly'.

Where data returns seemed to be incorrect, EOP staff sought clarification from individual Councils. However, there is likely to be some degree of inconsistency in reporting across Council areas and this means caution is required in interpreting some of the measures.

Some Councils questioned whether the sectors used to break down Business Support indicators in the Data Return Template were the most suitable. The sectors set out in the template were those prioritised by the Scottish Government and SE/ HIE. The choice of sector breakdown will be further reviewed for the next iteration of the Framework.

It was suggested that a number of control questions should be built in to some of the indicators to account for individual Council priorities, eligibility/access to funding, staffing levels and one-off matters that may arise in an individual year.

4 **ANALYSIS**

This section provides a broad analysis for each of the three levels of measurement – ‘activity’, ‘output’ and ‘outcome’. Given the issues highlighted in the previous section, the analysis is based on those Councils that provided a meaningful response. All of the data for each Council can be found at the end of this report in Appendices 1 and 2.

4.1 Activity Indicators

The sections below provide a summary of the data for three activity measures. As mentioned above, indicator A2 – Return on Investment of Campaigns Purchased through VS was removed.

A1 Leverage of External Funding (2012/13):

This measures any additional external funding that was secured by Councils to invest in economic development activities in 2012/13.

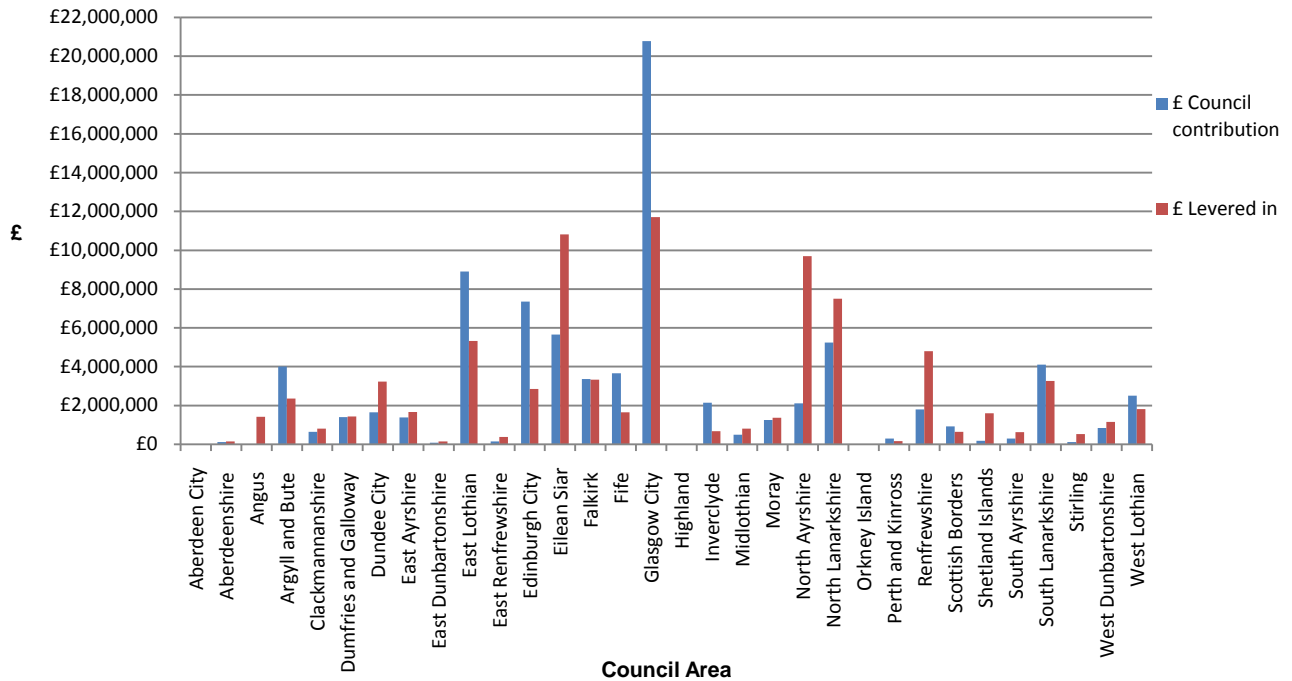
The returns suggest that Councils delivered an estimated 660 economic development projects that were supported by external funding contributions. The estimated costs of these were over £160m. Of this, 50% (just over £80m) was contributed by Councils, and the remaining 50% was levered in from other external sources. On average, this demonstrates that for every £1 of Council money spent on those economic development activities¹¹, a further £1 was levered in from external sources.

On average, this equated to each Council delivering 24 projects worth just under £3m, which included an element of external funding in 2012/13. The EOP did not undertake any further analysis of the relative ‘performance’ by some Council areas for three reasons.

Firstly, not every Council has provided data on this indicator and those that have may be interpreting ‘external funding’ to include all sources – eg Awards for All, Communities, Housing and not necessarily specific economic development projects. Secondly, the level of resource varies in some Councils. For example, some economic development teams have external funding officers who only work on securing additional resources. Thirdly, different funding parameters exist in different areas – reflecting say priority on urban regeneration, assisted area status, sector restrictions etc. For these reasons, assessing relative ‘performance’ in leveraging external funding can be problematic.

¹¹ Estimated spend on programmes/ projects and does not account for other revenue or capital spend (eg staffing, other supported programmes etc)

A1 - Leverage of External Funding (2012/13)

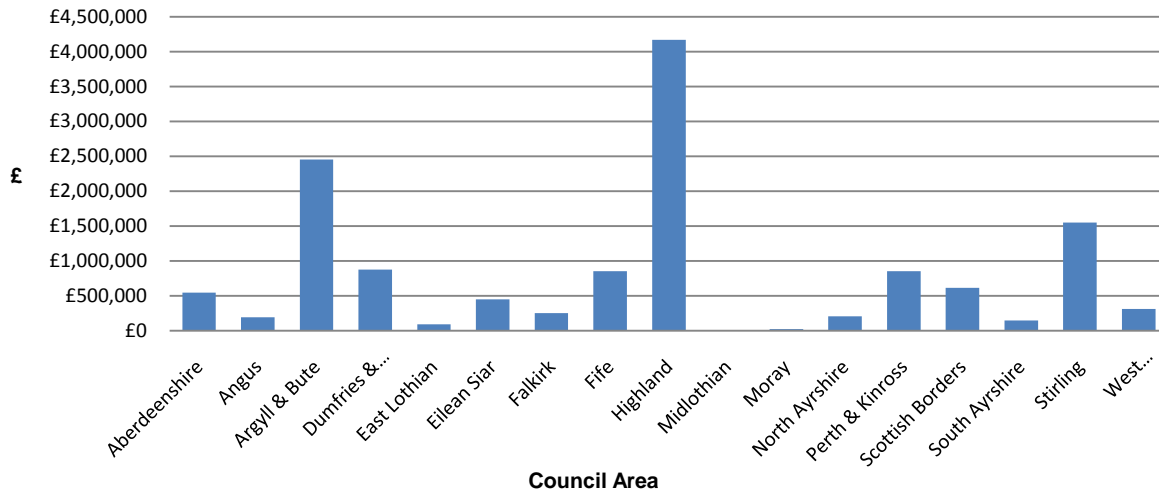


A3 Additional expenditure to the local area through Visitor Information Centres (2012/13):

Data for this indicator was sourced directly from VisitScotland and measures the rate of return on investment by Local Authorities in Visitor Information Centres (VICs). As they are not operated in every part of Scotland, the measure is 'not applicable' to every Council area. The figures are sourced from non-published internal research undertaken by VisitScotland analysts which indicates that for every visitor entering a Centre, an additional £5.35 is spent in the economy which would not have otherwise happened.

Based on the 17 Councils for which there is data available, the total number of visitors to Visitor Information Centres in Scotland in 2012/13 was over 2.5m, with an average of almost 150,000 per Council. Using the VisitScotland measure, this represents an economic impact of almost £13.6m across Scotland, an average of £800,000 per Council for which data is available.

A3 - Return on Investment for Visitor Information Centres (2012/13)



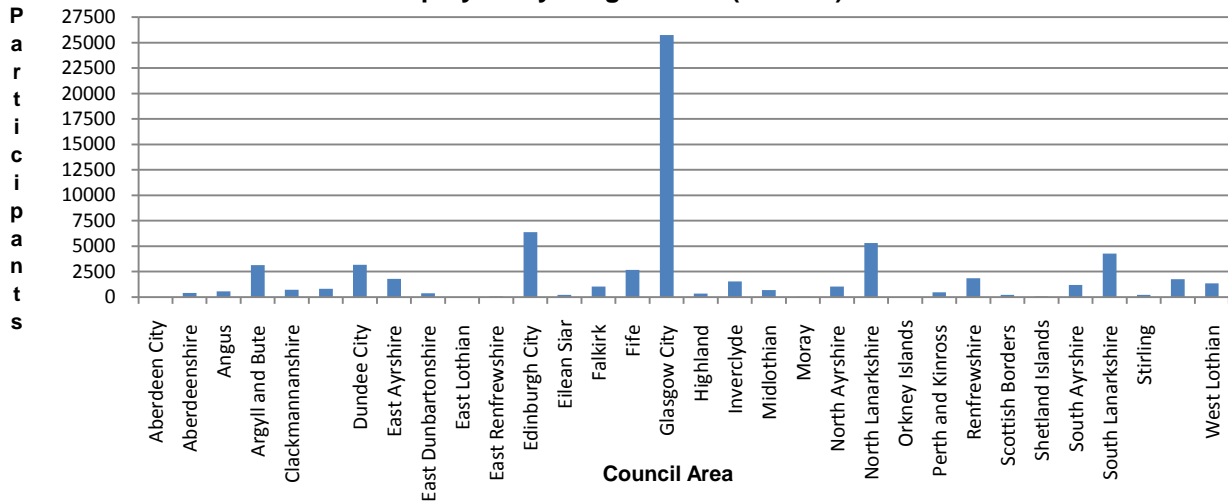
A4 Unemployed People Participating in Council Funded/Operated Employability Programmes (2012/13):

This measures the total number of unique FTEs that have participated in Council funded and/or operated employability programmes during 2012/13. Based on the returns received, over 67,000 people participated in Council supported activity, of which almost 60% were male and around 40% female.

Not all Councils were able to provide this level of detail, but the 28 that did indicate that 45% of participants assisted were aged between 16-24, with the remaining 55% aged 25-64.

Of these 28, 23 Councils were able to break this data down further and report that 37% of participants had been unemployed for longer than 12 months, with 15% having been unemployed for six to 12 months and 48% unemployed for less than six months.

A4 - Unemployed People Participating in Council Funded/Operated Employability Programmes (2012/13)



4.2 Output Indicators

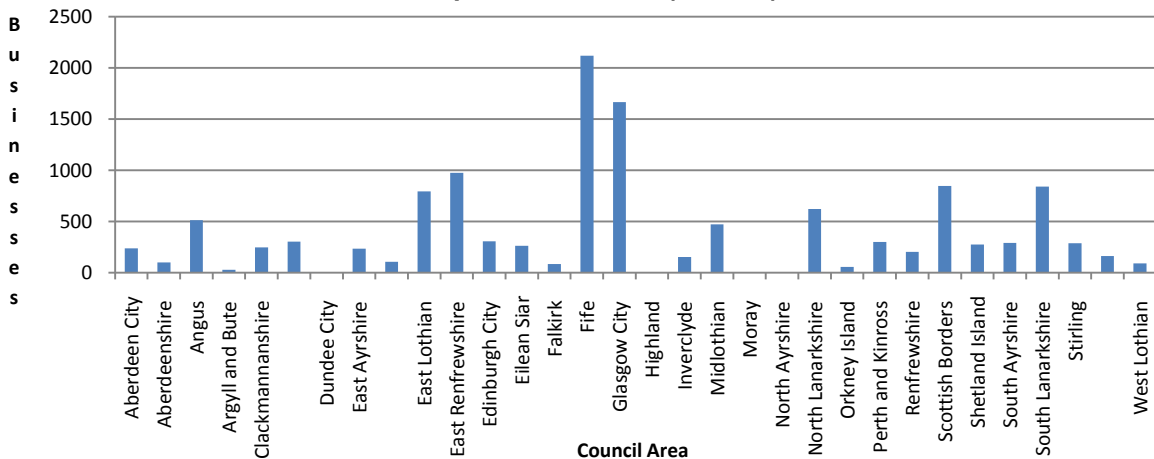
The sections below provide a summary of the data for six output measures.

OP1a Number of Businesses Supported by Council Economic Development Activities (2012/13):

This Indicator measures the number of unique businesses that have been supported by a Council’s Economic Development team activity (excluding Business Gateway) during 2012/13.

Councils were asked to report on the number of businesses assisted; and the number of different ‘instances’/ ‘type’ of business support provided. Based on the 29 returns received, over 12,500 businesses received support from Councils in 2012/13 in addition to that provided through the Business Gateway.

OP1a - Number of Businesses Supported by Council Economic Development Activities (2012/13)



Based on the 27 Councils that provided this data, the nature of support varies, but around one in three companies assisted by Councils access a grant, the most prevalent type of support provided.

Councils were also asked to estimate *the number of businesses assisted from other 'business facing' Council services (in the form of information, advice, guidance)*. This data is not collected consistently across Councils. However based on the 12 returns submitted, Councils provided almost 15,700 instances of advice and/or guidance to businesses in 2012/13, and in 65% of cases this information related to licensing.

The majority of Councils did not record the sectors of the economy that those businesses are operating within. Also, the numbers for businesses supported and types of support reported by Councils do not appear to be consistent, therefore caution is advised when drawing any definitive conclusions from this data.

OP1b Number of Businesses Assisted by Business Gateway Activity (2012/13):¹²

This indicator measures the number of unique businesses that have been supported by Business Gateway during 2012/13. Within this, there are three separate measures: number of business start ups supported by Business Gateway, overall enquiry levels to Business Gateway and business interventions.

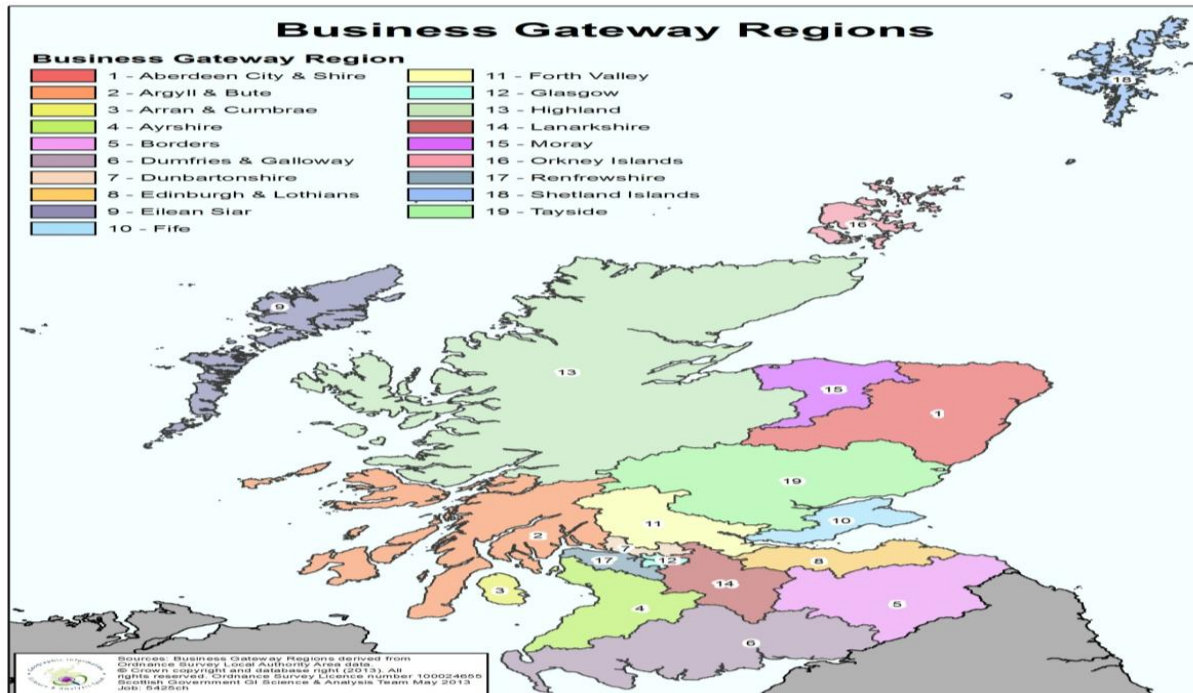
Despite the ambition to provide an overall total number of customers, this has not been possible, as the set reporting systems do not allow a full customer database to be produced. The ambition for 2013/14 is to provide an overall number of 'customers' of the Business Gateway service by local authority area, however this will be dependent on the implementation of CRM2 and improved data analysis tools for reporting alongside improved data integrity from within the database records.

The current reporting constraints has made analysis of Business Gateway data down to 32 local authority areas challenging and, in most instances, unachievable, as the data reports generated through the management systems for Business Gateway focus on 19 Business Gateway Regions (shown in the map below). These represent the lead local authority areas which has delivery responsibility for Business Gateway. That said, it has been possible to report the number of business start-ups by local authority area.

As a proxy for overall volumes of customer activity being processed, the number of 'enquiries' has been included, but despite best efforts it is accepted that this can only be analysed down to Business Gateway Region at this time.

¹² All of this information is provided for the sole use of incorporation into the SLAED indicators data returns. Additional information or clarity on the methodology for the BG data can be obtained from the Business Gateway National Unit.

The 'enquiry' is an indicator of the Business Gateway activity undertaken. The number of enquiries is recorded for each activity the business client (or contact) undertakes. Therefore it is possible for contacts to have multiple enquiries recorded throughout the relationship with

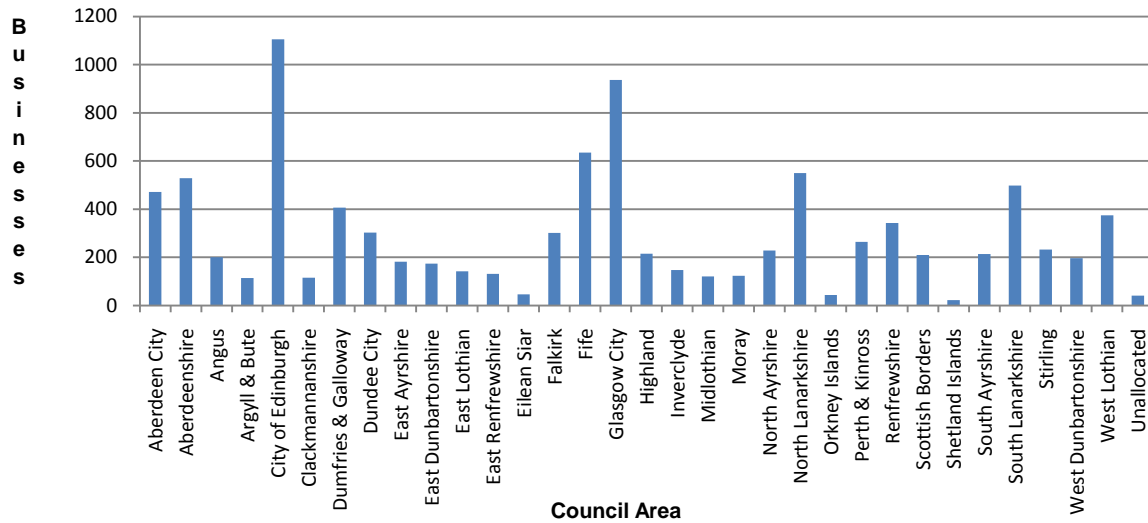


Business Gateway. A substantive 'enquiry' will result in some sort of support, which in turn may become a specific 'case'.

For a start-up business, one that is trading and reported as a start-up by the Business Gateway, there is likely to have been a number of enquiries recorded in the system. If an entrepreneur makes contact and during that contact has more than one distinct type of enquiry then these may be counted separately throughout their relationship with Business Gateway.

In 2012/13, over 9,600 business start ups were supported by Business Gateway and over 49,000 enquiries were processed. The highest number of start ups was supported in Edinburgh City Council at 1,105, followed by Glasgow City Council with 937 business start ups supported. In contrast, only 22 businesses were supported in Shetland Islands Council, followed by 44 in Orkney Islands Council and 47 in Comhairle nan Eilean Siar.

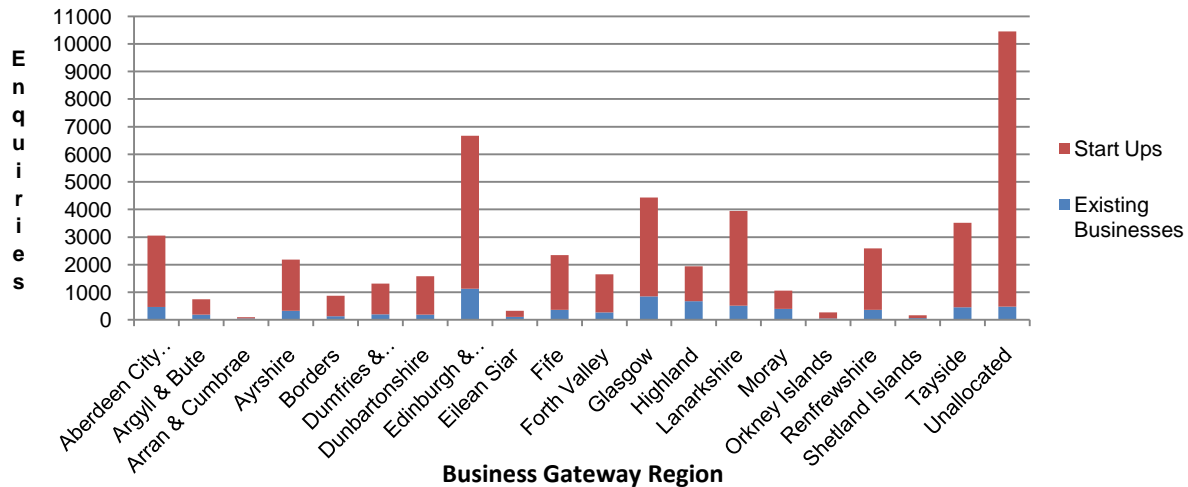
Business start-ups supported by Business Gateway (2012/13)



The highest number of enquiries processed was in the Edinburgh and the Lothians region at 6,673. This was followed by Glasgow with 4,431 enquiries. Arran and Cumbrae processed just 100 enquiries, followed by Shetland Islands with 170.

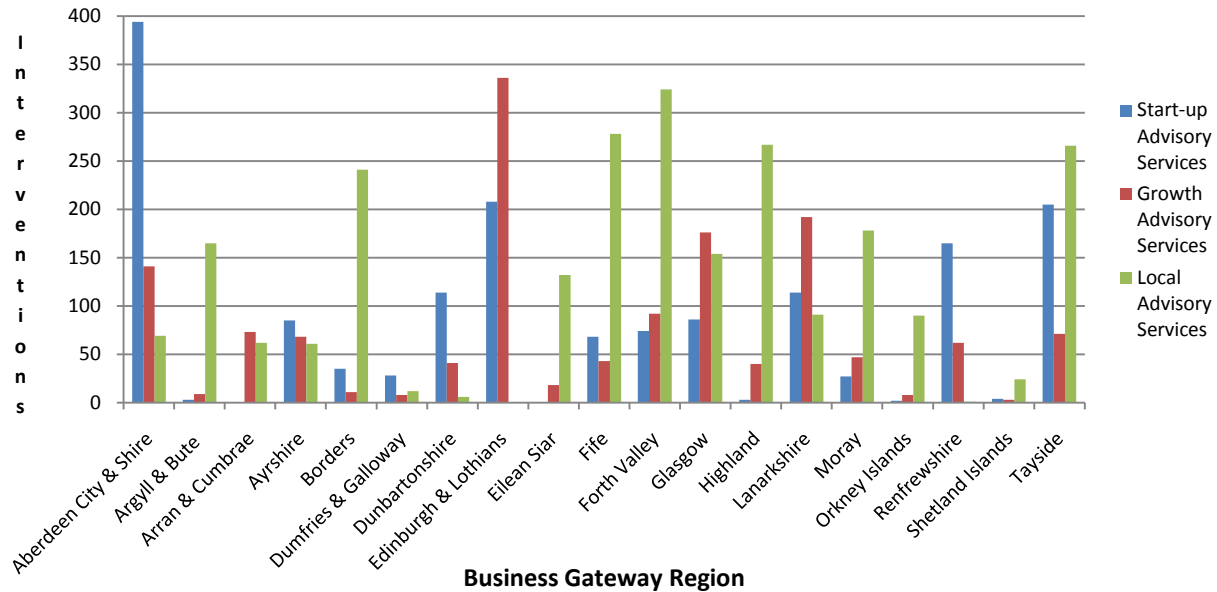
Business Gateway was unable to break every instance of support down into Local Authority or Lead Local Authority region, therefore there are 74 business start ups assisted that are 'unallocated' to any specific region, as well as 10,454 unallocated enquiries.

Number of Enquiries Processed by Business Gateway (2012/13)



The third area of assessment is the combined total number of intensive contract output interventions delivered under the three main service areas, namely 'start-up advisory', 'growth advisory' and 'local advisory' services. They are provided here as an indication of the more intensive client interventions delivered on a one-to-one basis.

Business Gateway Business Interventions (2012/13)



Individual Council reports in Appendix 1 only include the number of start ups supported by Business Gateway in 2012/13, because this data could be broken down into 32 Local Authority areas. However, full Business Gateway data can be accessed in Appendix 2.

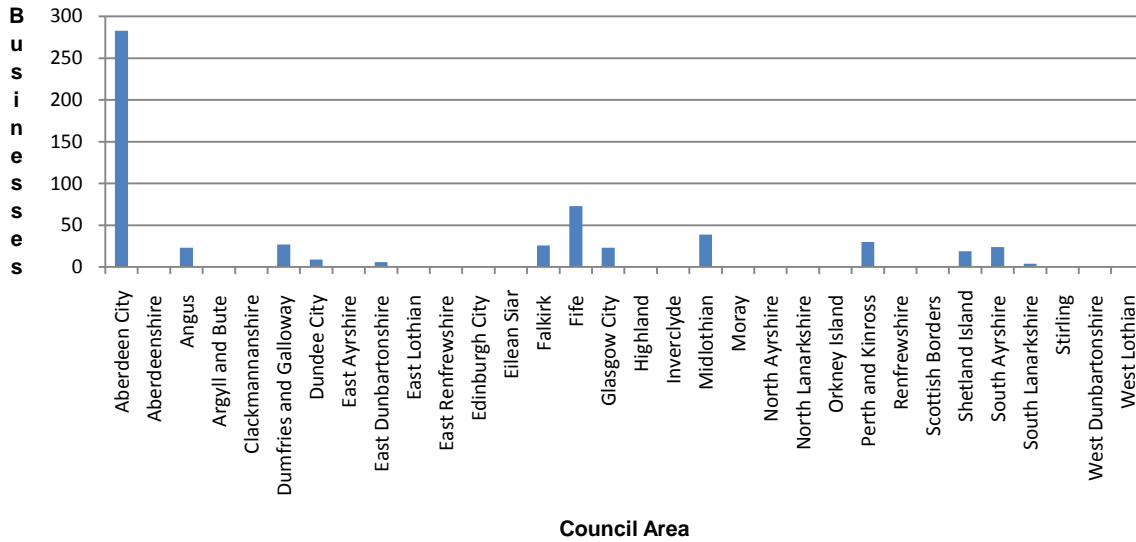
OP1c Number of Businesses Assisted to Trade Outwith Scotland (2012/13):

This indicator measures the number of businesses assisted to trade outwith Scotland through exporting support initiatives/ provided and/or supported by the Council in 2012/13.

Only 17 Councils (53%) were able to provide data for this indicator. There may be a question on whether this measure is maintained in future versions of the Framework. However, based on those Councils that did submit a response, over 580 businesses were assisted across Scotland in 2012/13, with almost 1,000 individual instances of support provided to these, the majority of which was country advice/guidance and trade missions. To contextualise this, in the same period, SDI worked with 2,100 companies to develop their international business¹³. It has not been possible to assess the extent to which Councils and SDI are assisting the same or different businesses.

¹³ <http://www.scottish-enterprise.presscentre.com/press-releases/record-number-of-scottish-companies-looking-to-export-628.aspx>

OP1c - Number of Businesses Assisted to Trade Outwith Scotland (2012/13)

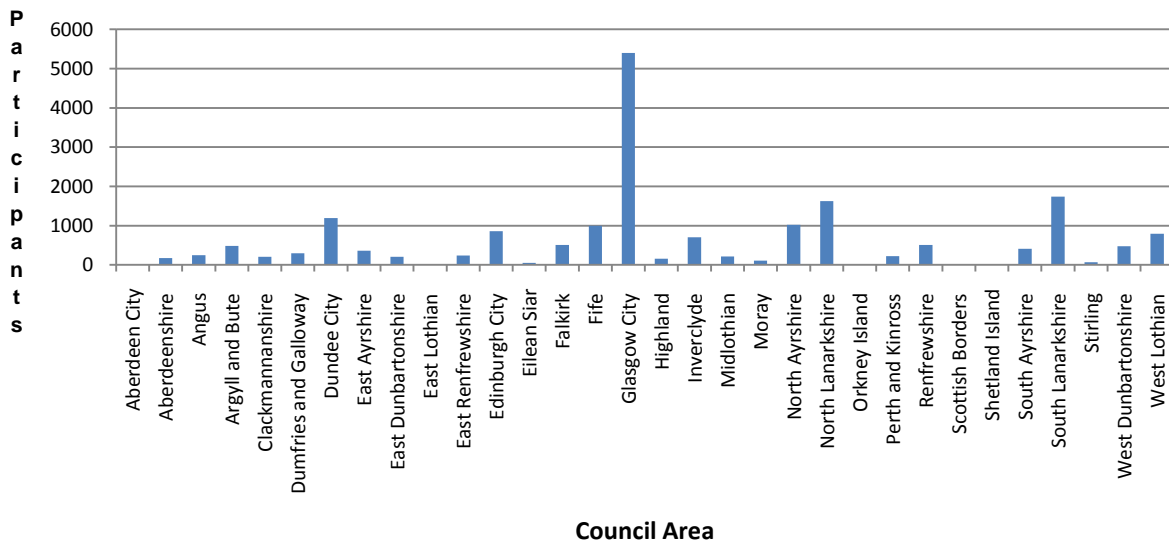


OP2 Unemployed People Assisted into work from Council Funded/Operated Employability Programmes (2012/13):

This measures the number of unique FTEs entering employment following assistance from Council funded and/or operated employability programmes in 2012/13.

Based on the 29 returns received for this indicator, over 18,700 people entered into employment from Council funded and/or operated employability programmes in 2012/13. Of these, around 62% were male and around 38% female, and half were aged 16-24 with the other half aged 25-64.

OP2 - Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes (2012/13)



Unfortunately data relating to the type of job (temporary/ permanent) or type of employer (public/ private/ third sector) is incomplete, as a significant number of Councils were unable to supply data on the progression of beneficiaries. Of those that did submit this level of detail, this was often inconsistent with figures supplied for age, gender etc. This is an important indicator for Councils and improvement of the recording systems ought to be a priority.

Councils were also asked to track progression. In the absence of unique referencing of beneficiaries, the journey into employment is more difficult to assess. However, based on the returns of the 19 Councils that do track progression, table 5 outlines the breakdown of employment duration. This indicates that, 56% had sustained employment for more than 12 months.

Table 5 – Length of Employment

<u>Length of Employment</u>	<u>Percentage of those responding</u>
12+ months	56%
Six to 12 months	29%
Temporary	15%

Of the 17 Councils that were able to provide data for host employers, Table 6 shows the breakdown of jobs per sector, indicating that the vast majority enter employment in the private sector.

Table 6 – Employment Sectors

<u>Sector</u>	<u>Percentage of those responding</u>
Councils	14%
Other Public Sector	9%
Private Sector	71%
Third Sector	6%

It is also noted that in the absence of a unique reference number, we cannot estimate precisely the progression rate from Council supported employability programmes into actual jobs. For this review period, we count the number of people enrolling on employability programmes, but without knowing when they started/ finished, we cannot assume when they entered into employment. For example, a beneficiary starting a programme in April 2012 may progress into work and could be counted as one of the 18,700 job outcomes. But a beneficiary enrolling say in March 2013, is more likely to progress into work in 2013/14 and be counted as a job outcome in next year's return (2013/14).

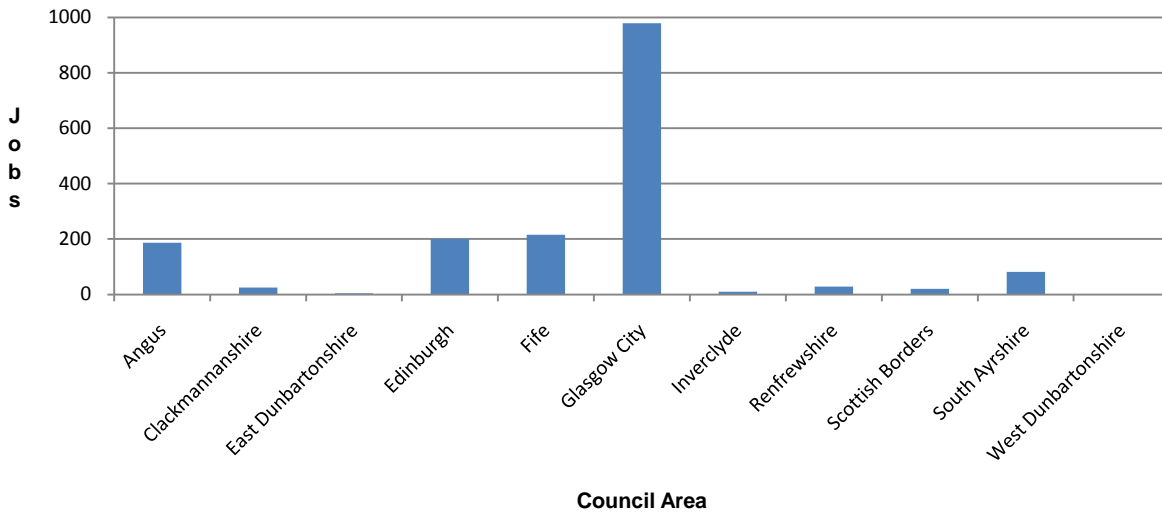
OP3 Jobs Supported by Inward Investment Projects (2012/13):

This measure counts the number of fte jobs supported in 2012/13 where a Council's inward investment promotional and support activity has made a contribution. In the context of SDI work, it is questionable whether this measure should be maintained in future analyses and this indicator will be reviewed.

This is substantiated by the fact that only 11 Councils (31%) submitted data, and as a result firm conclusion on the Scotland-wide contribution is unlikely. However, in the guidance issued to Councils SLAED acknowledged that not all Councils are involved in the delivery of inward investment support. Of the returns received, Councils estimate that over 1,700 jobs were

supported by inward investment projects in 2012/13, with over half of these delivered in Glasgow.

OP3 - Jobs Supported by Inward Investment Projects (2012/13)

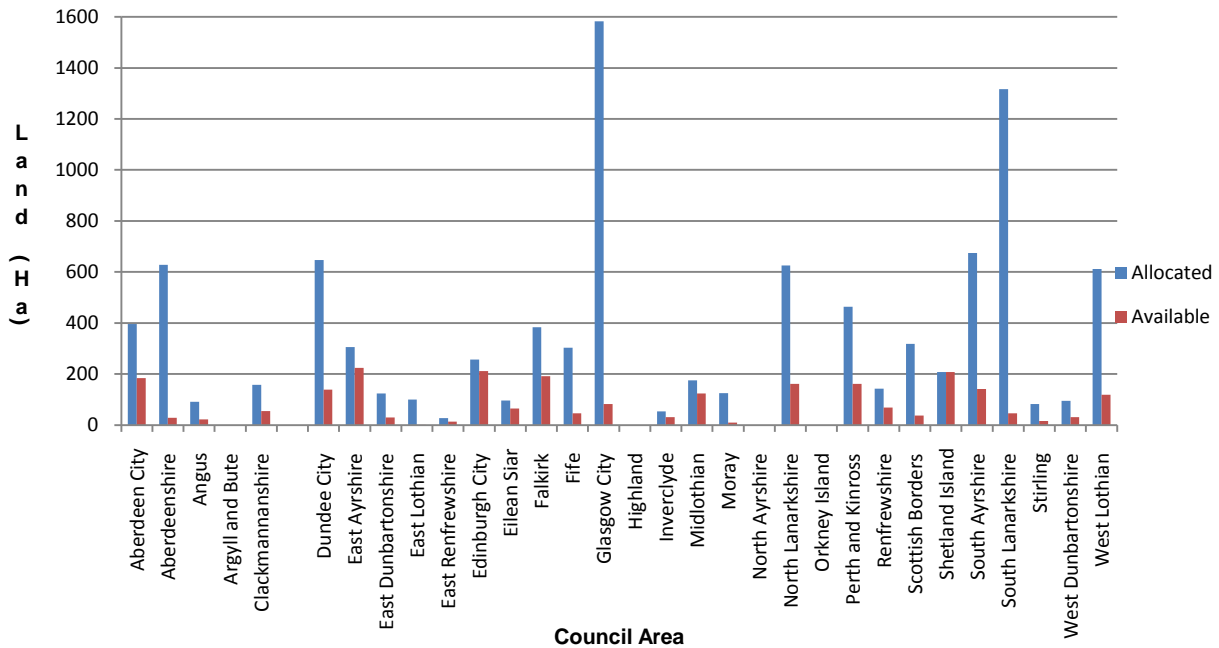


OP4 Availability of Employment Land (2012/13):

This measures land that is deemed to be immediately available for business expansion or relocation purposes. It is therefore fully serviced and marketed.

Based on the 29 complete returns received for this indicator, there are over 13,900 hectares of land allocated for employment use across the Local Development Plans of Scottish Councils. Just over 2,700 hectares, almost 20%, is deemed immediately available for business use.

OP4 - Availability of Employment Land (2012/13)



4.3 Outcome Indicators

The sections below provide a summary of the data for nine outcome measures. These provide evidence on the overall state of the economy, and can be used, over time, to reflect the results from public sector delivery of economic development (if attributed, and this would be the result of any more in-depth economic evaluation).

These are the indicators that Councils and other economic development partners ultimately seek to influence, and are contained across CPP Single Outcome Agreements. These indicators were the most complete and straightforward to collate, as most of the data is publicly available on the SNS and ONS websites. This report uses the most up to date data available relevant to the review period.

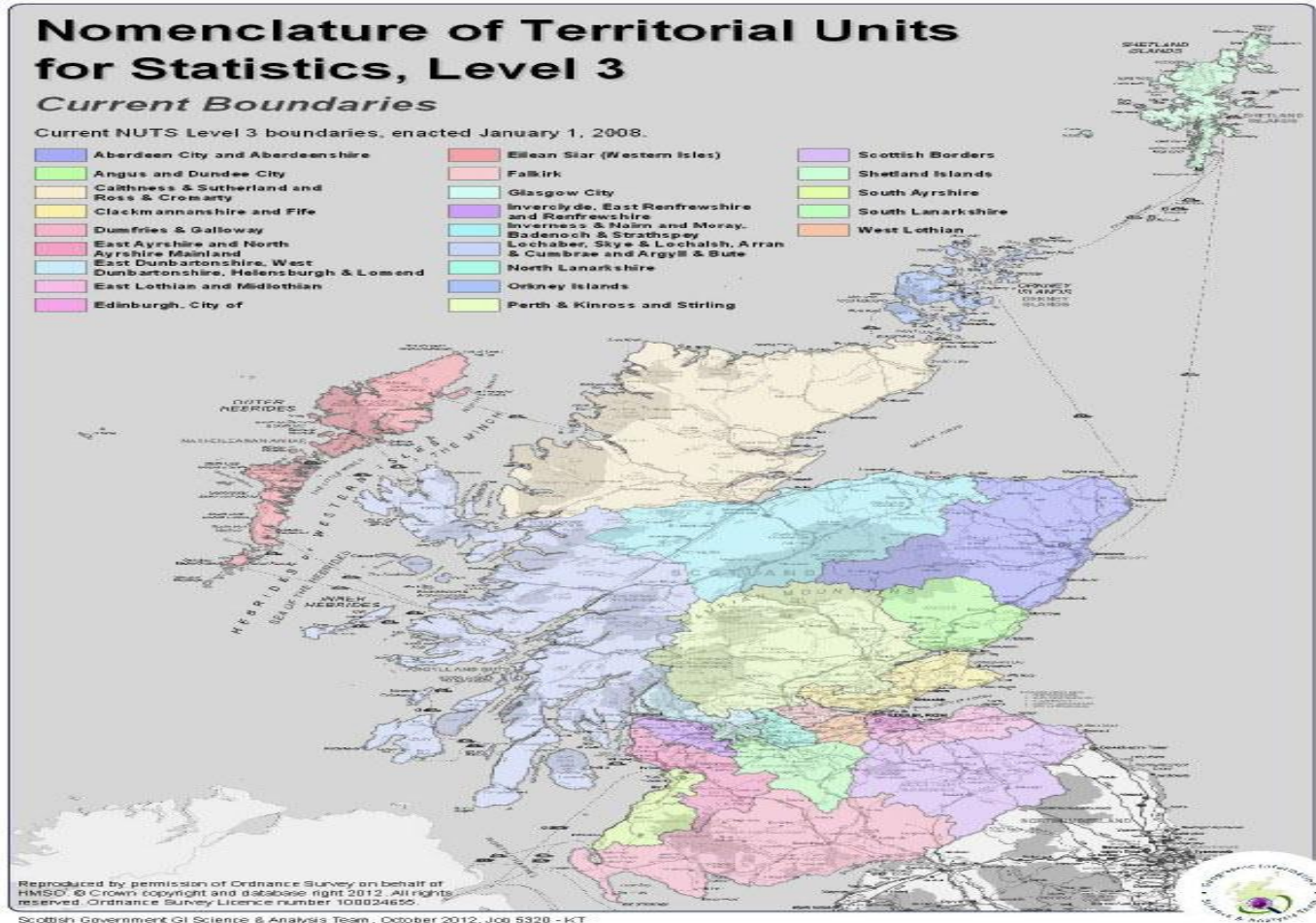
The EOP sought input/advice from a range of Scottish Government analysts in compiling this section of the report.

OC1 Gross Value Added (2011):

GVA is an indicator of economic output and measures the contribution to the economy of each individual producer, industry or sector in the UK. GVA is generally regarded as the best measure of the sum of economic activity within an area (Scottish Enterprise, 2008)¹⁴.

NUTS3 is the lowest geographical area for which GVA is available, and there are only 23 NUTS3 regions in Scotland. Twelve of these are equivalent to individual Council areas, and the remainder are aggregations of multiple areas as indicated in the figure below.

¹⁴ <http://www.scottish-enterprise.com/~media/SE/Resources/Documents/DEF/economic-appraisal-guidance-note.pdf>



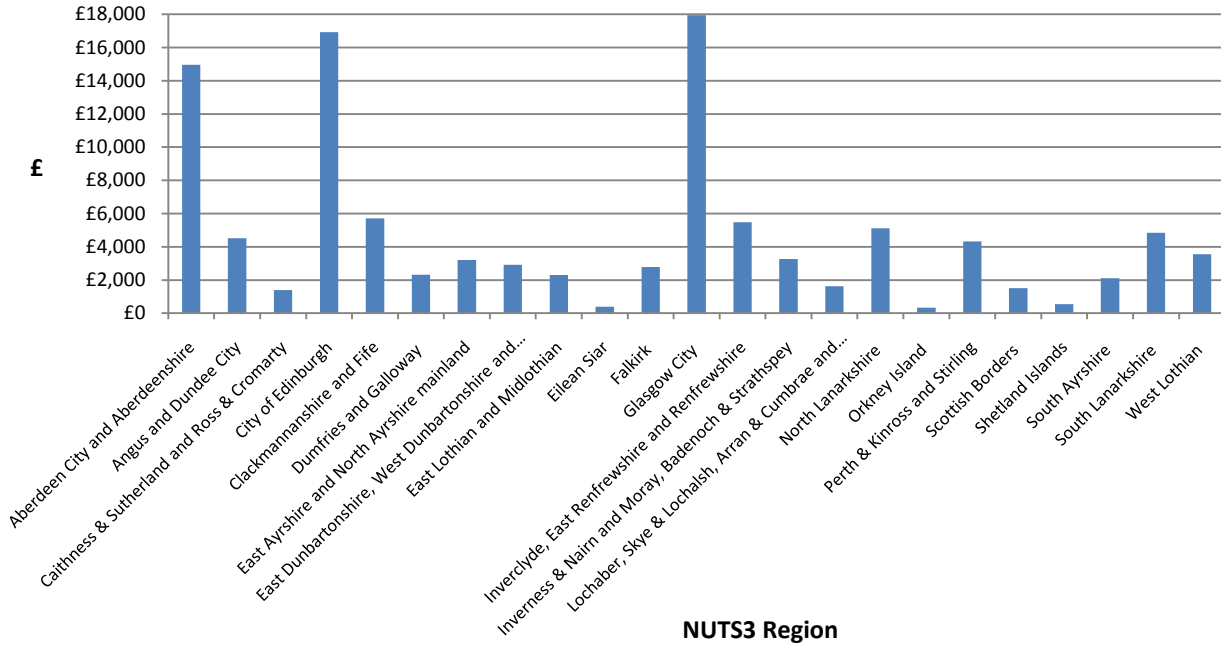
(Source: <http://www.scotland.gov.uk/Publications/2012/11/8651/1>)

The two charts below provide a summary of total GVA for each available area; and in addition, total GVA per head as an indication of the relative 'value' of each available area's economy.

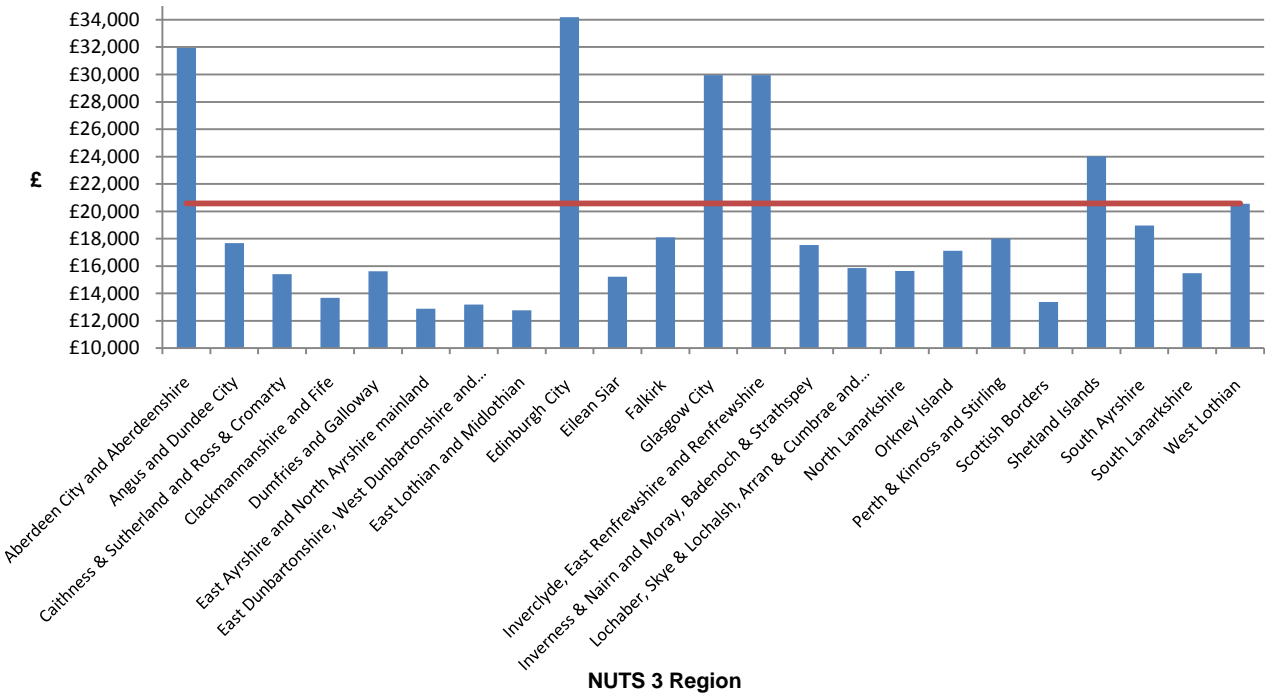
Average GVA for Scotland in 2011 was £20,571 per head. In Edinburgh City Council, this was significantly higher at £34,178, followed by Aberdeen City and Aberdeenshire at £31,944, reflecting the productivity of these economies and the higher value business activity. Average GVA in East Lothian and Midlothian was the lowest at £12,757, followed by East Ayrshire and North Ayrshire mainland at £12,888, and Scottish Borders at £13,375. West Lothian's GVA in 2010 was very similar to that of Scotland overall at £20,542.

It is noted that there are considerable time lags between the actual release date of GVA figures and the in the availability of GVA data. This analysis includes the latest available data.

OC1 - Gross Value Added (NUTS3 Regions) - £million



OC1 - Gross Value Added per Head (2011)



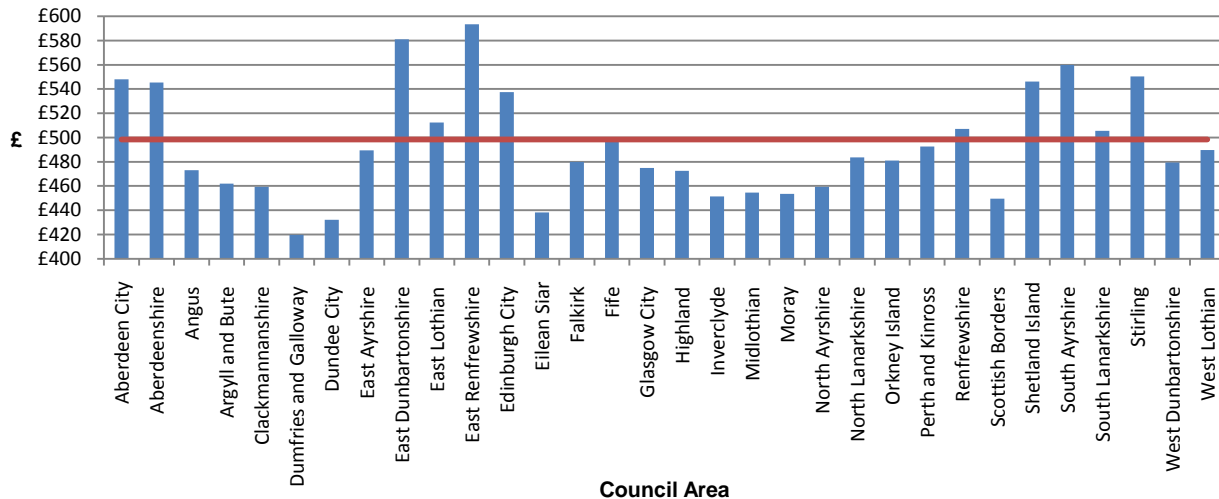
OC2 Gross Weekly Earnings (2012):

This measures the median gross weekly earnings of full time employees in 2012, both ‘residence’ and ‘workplace’ based.

Aberdeen City, Aberdeenshire, Edinburgh City, Renfrewshire, Shetland Islands, South Ayrshire, South Lanarkshire and Stirling Councils had higher than average earnings, both workplace and residence based. The highest workplace based earnings were in Aberdeen City (£574.90), with the highest residence based earnings in East Renfrewshire (£593.40). However, in contrast, the average workplace based earnings for East Renfrewshire were much lower, and significantly lower than the Scottish average, at £398.60, indicative of those travel-to-work patterns where a higher proportion of residents commute out with the Council area for work, in this case to Glasgow.

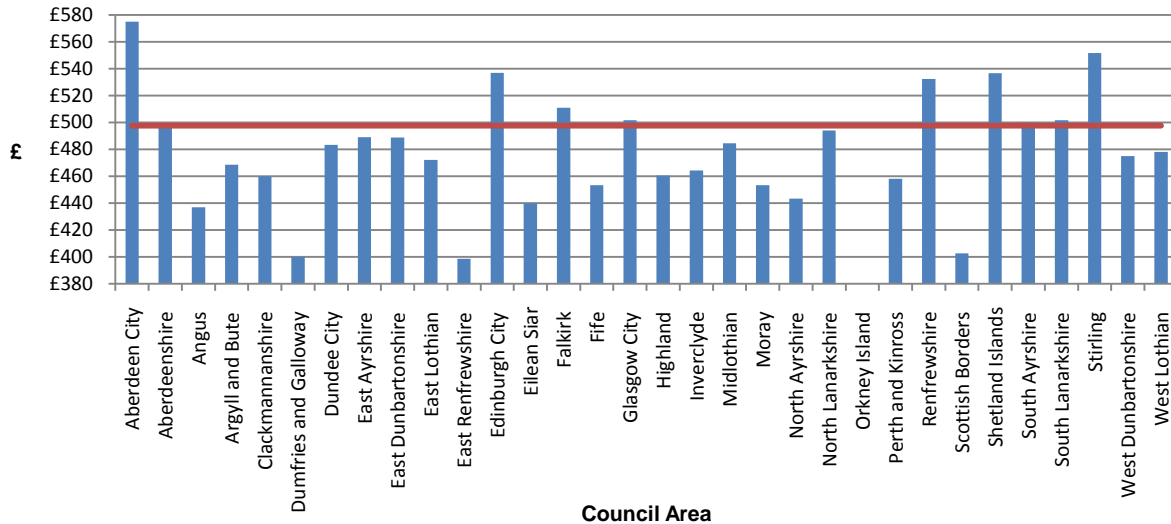
Earnings data reflect the result of commuting flows. A consequence is that the earnings of those that work in a Council area can be very different to the earnings of those that live there. For example, the charts below indicate that those living in Aberdeen City, Aberdeenshire, East Dunbartonshire, East Lothian, East Renfrewshire, City of Edinburgh, Renfrewshire, Shetland, South Ayrshire, South Lanarkshire and Stirling Council areas, achieve above average earnings, perhaps reflecting the skills, experience and educational qualifications of local people.

OC2 - Gross Weekly Earnings (residence based) 2012



Workplace-based earnings analysis tends to reflect the types of industry and occupations within the area. This is illustrated in the chart below.

OC2 - Gross Weekly Earnings (workplace based) 2012



There is no data for Orkney Islands Council available on SNS for this indicator because the data is deemed to be unreliable for statistical purposes.

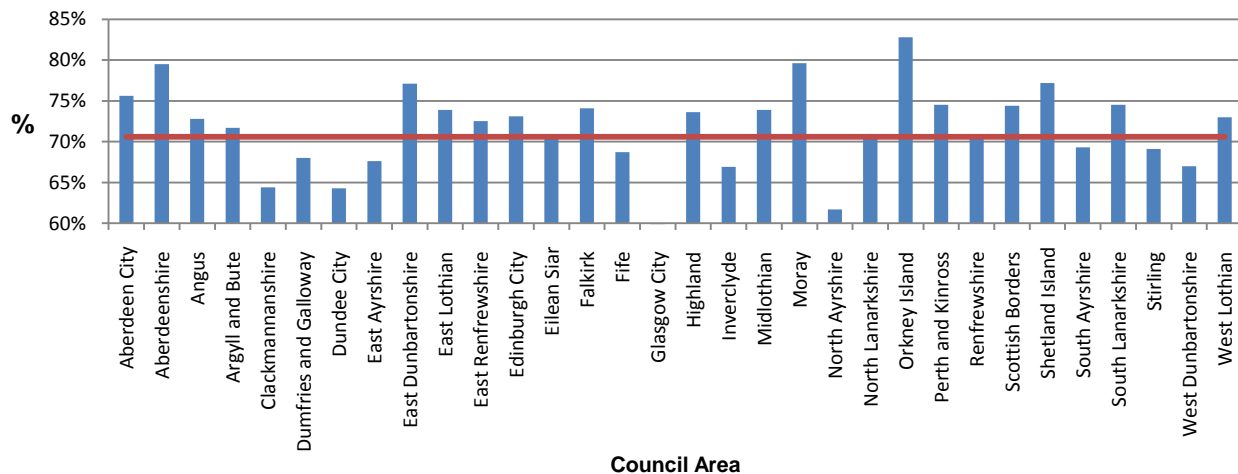
OC3 Employment Rate 16-64 (2012/13):

This measures the number of people aged 16-64 in employment in 2012/13 expressed as a percentage of the total population aged 16-64.

In Scotland overall, the employment rate for 2012/13 was 70.6%. At 59.9%, Glasgow City Council had the lowest employment rate, followed by North Ayrshire with 61.7%. Orkney Islands Council had the highest employment rate at 82.8%, followed by Moray Council with a 79.6% employment rate.

Other Councils with significantly higher than average employment rates include Aberdeenshire (79.5%), Shetland (77.2%), East Dunbartonshire (77.1%) and Aberdeen City (75.6%).

OC3 - Employment Rate (2012/13)



OC4 New Business Starts (2011):

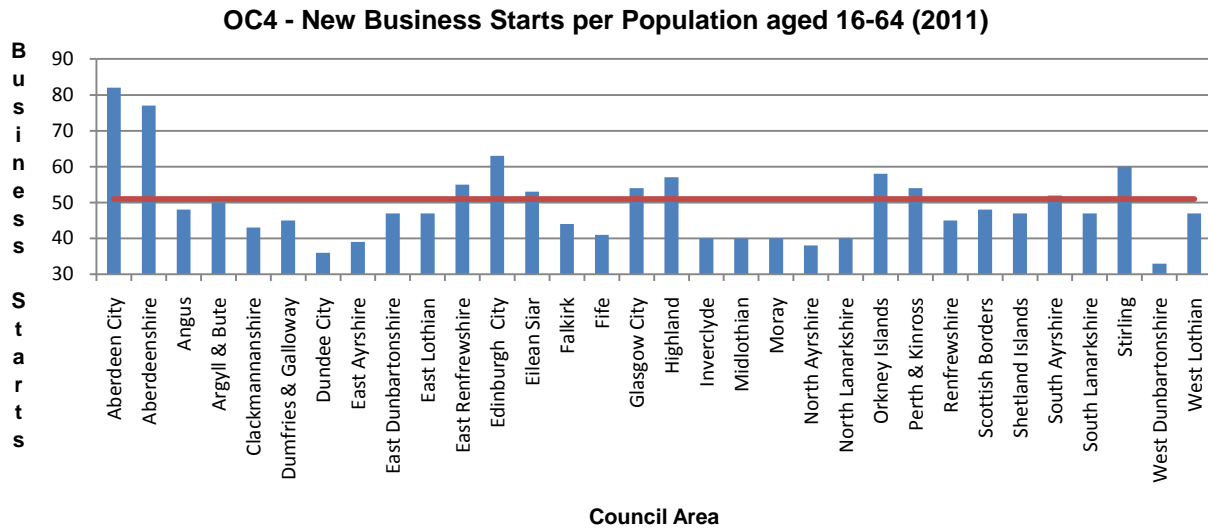
This indicator calculates the number of new business births (VAT/PAYE registrations) in the Council area in 2011 per 10,000 people and per 10,000 people aged 16-64.

Table 7 below shows the business start up rate per 10,000 people and working age (16-64) people for Scotland was 32 and 51 respectively. Aberdeen City Council's start up rate (working age) was significantly higher than this at 82, followed by Aberdeenshire Council at 77 and Edinburgh City at 63. In contrast, West Dunbartonshire had the lowest start up rate at 33 businesses, followed by Dundee City at 36 and North Ayrshire at 38.

Table 7 – Business Start up Rates (2011, Red = below Scottish average, Green = Above Scottish average)

Council Area	Births of New Enterprises (2011)	Total Population (2011)	Start up rate per 10,000 Population	Total WA Population (2011)	Start up rate per 10,000 WA Population
SCOTLAND	16,940	5,254,800	32	3,299,643	51
Aberdeen City	1,215	220,420	55	147,965	82
Aberdeenshire	1,175	247,600	47	152,309	77
Angus	310	110,630	28	64,545	48
Argyll & Bute	260	89,590	29	52,454	50
Clackmannanshire	135	50,770	27	31,452	43
Dumfries & Galloway	385	148,060	26	85,118	45
Dundee City	335	145,570	23	92,066	36
East Ayrshire	285	120,200	24	73,998	39
East Dunbartonshire	295	104,570	28	62,513	47
East Lothian	275	98,170	28	58,503	47
East Renfrewshire	295	89,850	33	53,319	55
Edinburgh City	2,150	495,360	43	340,197	63
Eilean Siar	80	26,080	31	15,143	53
Falkirk	420	154,380	27	95,998	44
Fife	915	367,370	25	225,486	41
Glasgow City	2,220	598,830	37	408,013	54
Highland	765	222,370	34	133,634	57
Inverclyde	195	79,220	25	48,596	40
Midlothian	200	82,370	24	50,199	40
Moray	210	87,260	24	52,352	40
North Ayrshire	310	135,130	23	80,889	38
North Lanarkshire	815	326,680	25	204,493	40
Orkney Islands	70	20,160	35	12,086	58
Perth & Kinross	485	149,520	32	89,929	54
Renfrewshire	475	170,650	28	106,694	45
Scottish Borders	315	113,150	28	66,183	48
Shetland Islands	65	22,500	29	13,765	47
South Ayrshire	340	111,560	30	65,594	52
South Lanarkshire	905	312,660	29	194,116	47
Stirling	340	90,770	37	56,264	60
West Dunbartonshire	185	90,360	20	56,555	33
West Lothian	515	172,990	30	109,215	47

This is illustrated further in the Chart below.



It is recognised that there is a considerable time lag in the availability of this data. The data for 2011 is the most recent available for the purposes of this report.

OC5 Business Survival Rate (2011):

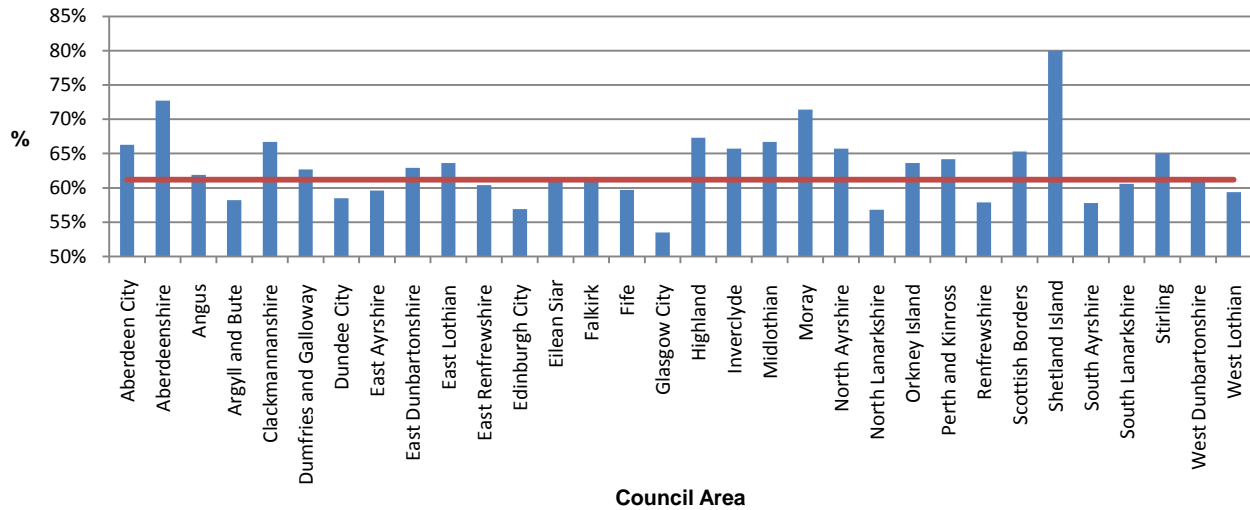
This indicator measures the sustainability of new businesses expressed as a percentage of those new starts still ‘surviving after three years. For 2011 start-up rates - the most recent available - they are based on 2008 starts.

In Scotland overall, 61.2% of businesses that were started in 2008 survived until at least 2011. The business survival rate in Shetland Islands Council was significantly higher than this at 80%. This was also significantly higher than Aberdeenshire Council, which had the second highest business survival rate at 72.7% and Moray Council with a 71.4% survival rate.

Glasgow City Council had the lowest business survival rate at 53.5%, followed by North Lanarkshire (56.8%), Edinburgh City (56.9%), South Ayrshire (57.8%) and Renfrewshire (57.9%).

Again, it is noted that there are considerable time lags in the availability of this data, which prevents more in-depth analysis.

OC5 - Business Survival Rate



OC6 Claimants in Receipt of Key DWP Benefits (2013):

This Indicator measures the percentage of people aged 16-64 claiming one or more of the key benefits and those claiming Job Seekers’ Allowance in 2013.

This indicator is generally recognised as a proxy measure for poverty/ low income. Key DWP benefits include bereavement benefit, carer’s allowance, disability living allowance, incapacity benefit, severe disablement allowance, income support, jobseeker’s allowance, and widow’s benefit. This indicator will be affected by the UK Government plans to consolidate multiple benefits onto Universal Credit.

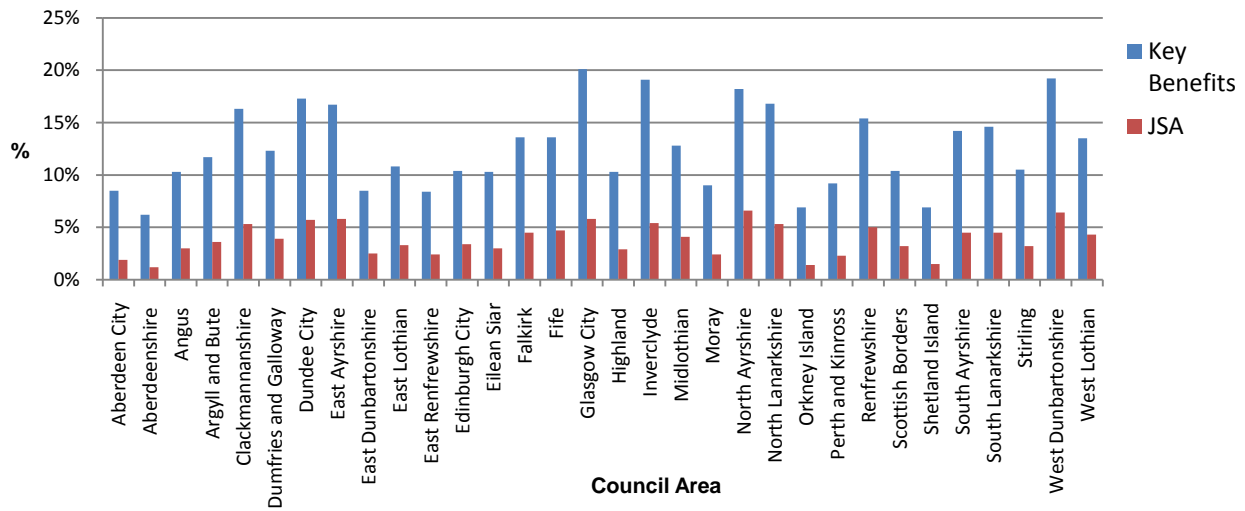
In 2013, 13.4% of the Scottish population aged 16-64 was claiming one or more of these key benefits. Local Authorities with the highest proportion of residents aged 16-64 claiming key benefits were Glasgow City Council (20.1%), West Dunbartonshire Council (19.2%) and Inverclyde Council (19.1%).

The lowest percentage of residents aged 16-64 claiming key benefits was in Aberdeenshire at 6.2%, followed by Orkney and Shetland Island Councils, both at 6.9%.

Within this measure the proportion of the Scottish people aged 16-64 claiming Job Seekers’ Allowance in 2013 was 4.1%. North Ayrshire Council had the highest percentage of JSA claimants at 6.6%, followed by West Dunbartonshire (6.4%) and Glasgow and East Ayrshire (5.8%).

In contrast, Aberdeenshire had the lowest JSA claimant rate at 1.2%, followed by Orkney Islands Council (1.4%) and Shetland Islands Council (1.5%).

OC6 - Claimants in Receipt of Key DWP Benefits (2013)

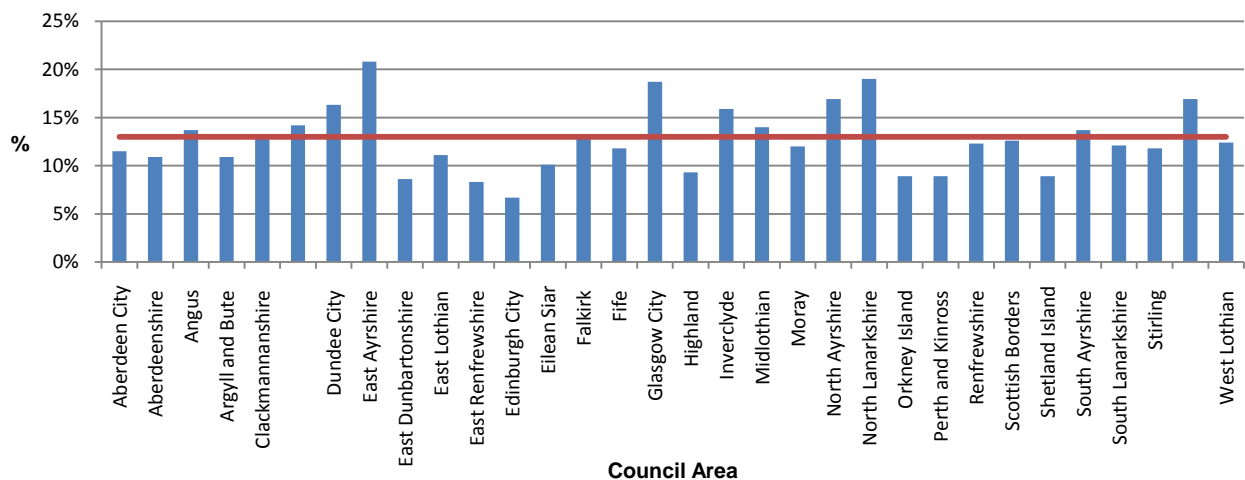


OC7 Population aged 16-64 with Low/No Qualifications (2012):

This is the percentage of population aged 16-64 that have either no qualifications or qualifications at SCQF Level 4 or lower.

In 2012, 13% of the Scottish population aged 16-64 was classified as having low or no qualifications. A significantly lower percentage of the Edinburgh City Council 16-64 population had low/no qualifications at just 6.7%. This was followed by East Renfrewshire Council at 8.3% and East Dunbartonshire at 8.6%. The percentage of the East Ayrshire Council population with low/no qualifications was highest at 20.8%, followed by North Lanarkshire with 19%.

OC7 - Population aged 16-64 with Low/No Qualifications (2012)

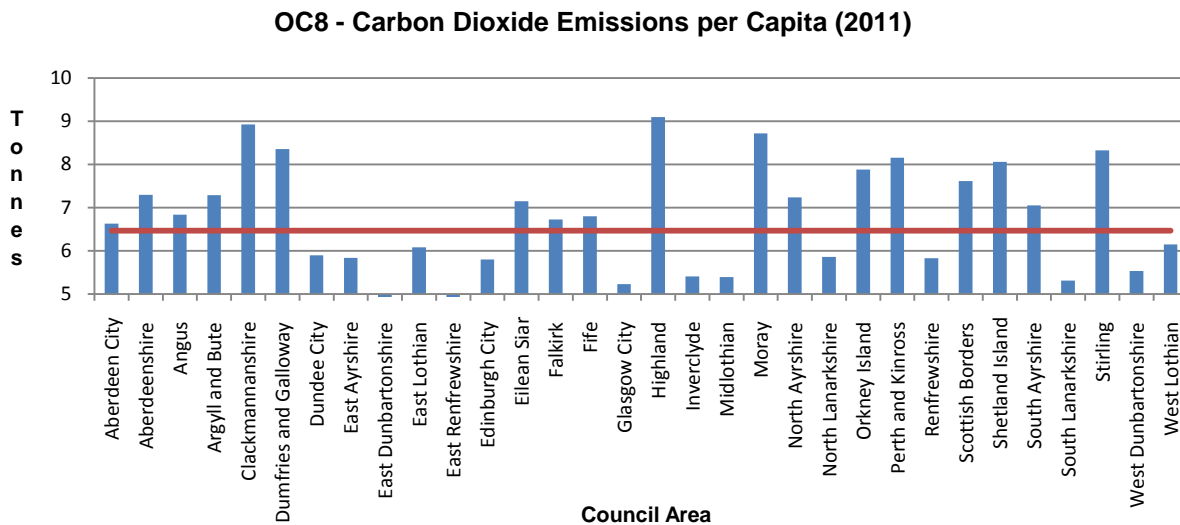


OC8 Carbon Dioxide Emissions per Capita (2011)¹⁵:

This is a measure of carbon dioxide emissions per head of total population by local authority area. The emissions are end user rather than source based - the general principle here is that emissions are distributed according to the point of energy consumption. The figures exclude certain emissions which it has been considered LAs are unable to directly influence. The emissions that are removed are emissions from:

- motorway traffic,
- EU Emissions Trading System sites,
- diesel railways and the
- Land Use, Land Use Change, and Forestry sector.

In 2011, Highland Council had the highest carbon dioxide emissions at 9.10 tonnes per capita. This was followed by Clackmannanshire Council with 8.93 tonnes per capita and Moray Council at 8.72 tonnes per capita. East Renfrewshire had the lowest Co2 emissions per capita at 4.74 tonnes, followed by East Dunbartonshire with 4.89 tonnes per capita.



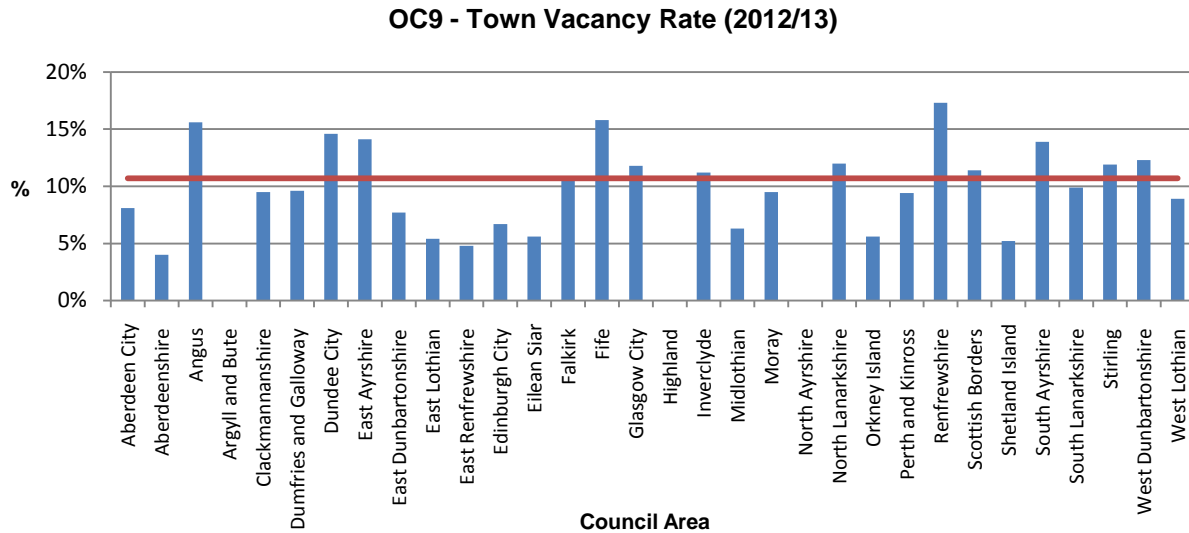
It is recognised that there is a considerable time lag in the availability of this data. However, the data for 2011 is the most recent available for the purposes of this report.

OC9 Town Vacancy Rate (2012/13):

This Indicator measures vacant retail units as a percentage of total retail units for the Local Authority's key town centres. This is the only outcome measure where the data was sourced directly from Councils.

¹⁵ These figures are not consistent with data currently available on SNS as these have been revised to take into account adjustments from the mid-year population estimates of the 2011 Census. This data has been provided by Scottish Government analysts. The back series of CO2 emission data for 2005 to 2011 will be republished on the SNS website once revised mid-year population estimates for each of these years have been published, and will incorporate the 2011 Census adjustments.

Of the 29 Councils that submitted data, the overall estimated number of retail units in town centres in Scotland was over 24,700, of which over 2,600 were vacant/ void in 2012/13. This represents a 10.4% average vacancy rate for towns across Scotland. Within this, there were considerable variations, ranging from 4% up to 17.3%.



Data for this indicator was reviewed by Scottish Government analysts and, although the numbers are not inconsistent with the data available for all shops (i.e. including those not in town centres) from the Assessors' Valuation Roll, there is no way to certify the accuracy of this data as the Valuation Roll does not separately identify town centres.

4.4 Individual Council Data

The indicator data for each individual Council, which includes comparisons to Scottish totals and averages, can be accessed in Appendix 1.

4.5 Benchmarking

This report does not attempt to benchmark individual Councils using SLAED Indicator data, as there are significant variations in the completeness and level of detail in submissions, which could be a result of inconsistencies in data collection across Councils rather than performance levels. In addition, it has previously proven difficult for Councils to reach consensus around how they should be grouped in order to make useful, relevant and valid benchmarking comparisons.

The purpose in benchmarking would be to help identify reasons for variation in performance across similar areas and to investigate whether different approaches are having better results. For those Councils that wish to benchmark using the SLAED Indicators data, SOLACE, IS and COSLA recently launched the [Local Government Benchmarking Framework](#) to support councils to do this in relation to costs/ productivity & performance, customer satisfaction and related outcomes.

The Framework suggests suitable 'Family Groups' for Councils to use in order to benchmark themselves on a 'like for like' basis with other Councils. Whilst encouragement is given to use the SOLACE 'family groups', Councils may also wish to consider a range of criteria in selecting

suitable comparator areas. This could include areas that have similar economic traits concerning demographic make-up, industrial heritage, key sectors, etc.

Operating on the principle of corporate 'can opening', a *limited* number of benchmarks were developed for each major service area in the initial phase, although Economic Development was acknowledged as a significant gap. A development plan has now been agreed by SOLACE to further develop, embed and sustain the framework going forward and one of the key strands within this plan is the commitment to develop new indicators to address framework gaps, including the development of economic development indicators. The Improvement Service will continue to work with SLAED in developing a set of Economic Development indicators which are both meaningful, and also underpinned by robust and comparable data so that this important area of Local Government delivery can be incorporated within the Local Government Benchmarking Framework.

5 CONCLUSIONS AND RECOMMENDATIONS

From the overall collection, collation and analysis of data for the 2012/13 review, a number of conclusions can be drawn.

We have grouped these under a number of broad 'areas', and provide recommended actions that may be considered in response to these. In addition, we will separately provide individual Councils with specific feedback on their submitted returns.

The conclusions and recommendations are summarised in the table below by each 'area'.

	Area	Conclusions	Recommendation	Action
1.	General	The collection, collation and analysis of 32 returns proved to be a significant challenge, for the EOP and participating Councils. The process can be improved across a number of areas below, but overall it can be made more efficient and therefore effective	SLAED develops a specific sub-group for performance that works with the EOP for the next review period. It is given the same status as existing theme groups and is committed to by Council officers. Ultimately this will assume overall lead and responsibility for returns in future	IS to contact these officers as part of a follow up survey on the 2012/13 Review and seek their involvement in a new sub-group SLAED Executive to agree this approach
2.	General	Across Councils, the quality of returns can be improved.	A summary 'report' highlighting how each Council can improve the quality of their returns for future periods should be provided	IS to issue these by January 2014
3	General	The Framework does not contain any measures of 'inputs'.	Future versions of the Indicators Framework should provide measures of total expenditure by Councils on delivery of economic development and number of staff. These estimates should be consistent to the LFR submitted by Councils annually	IS to agree with SLAED Working Group
4.	Timing	Some Councils failed to meet the original submission deadline of 31 May. As a result the collection and analysis of returns was delayed. Some Councils indicated that they would need a 12 month lead in time to collate and report on data	As Councils will be collating some of the data for their own 'year-end' reporting purposes we suggest that the original deadline for submission of data on SLAED measures remains. However, the request for data and deadline should be communicated as early as possible for the 2013/14 review. This review should be used to raise awareness of what is required in future	IS to circulate the link to the data return forms and Guidance by 28 February 2014.

	Area	Conclusions	Recommendation	Action
5.	Timing	Delays may have been a result of a lack of awareness of what was required by when, and who should collect it.	There is now a central database of all officers involved in the 2012/13 review. However it has shown that some Councils collect and hold the data 'centrally' and the links between delivery of 'economic development' services and corporate teams are not always clear	Where relevant, IS to offer support to Councils on performance data and analysis, in relation to the 2013/2014 review and before mid-February 2014. A 'frequently asked questions' (FAQ) database is also available on the SLAED Indicators web page

	Area	Conclusions	Recommendation	Action
6.	Quality	<p>The best available Outcome data is often out of date in relation to the review period which the SLAED report is concerned with (2012/13). This is a result of issues concerning methodology and time lags in the collation/ publication of official government data. This is an issue that is outwith the control of SLAED and individual Councils (eg data relating to GVA and Business Survival are at least a couple of years out of date).</p> <p>As a result, the ability of Councils to undertake effective performance management and have an up-to-date understanding of key issues within their area is constrained.</p> <p>Some of the Outcome Menu data on SNS was not the most up to date available.</p> <p>It is also suggested that some of the Outcome Menu indicators may be more usefully expressed for comparison purposes (e.g. GVA per head rather than simply GVA).</p> <p>Given the outcome measures used by SLAED are drawn from the Menu of Local Outcome Indicators (recommended by SOLACE, Scottish Government, CoSLA, IS & Audit Scotland), this issue should equally be of concern in relation to SOAs.</p>	<p>The availability of more timely data and related issues should be raised, in the first instance, with the Scottish Government / the joint Improving Evidence & Data group</p>	<p>IS will liaise with SG / Improving Evidence and Data Group in raising this matter</p>

	Area	Conclusions	Recommendation	Action
7.	Quality	In general Councils have been unable to complete all the returns. This is expanded further below, but only a minority of Councils provided data on all measures, with varying levels of completion, and supporting detail, below that. Caution is advised when drawing any conclusions on the comparative performance of different Council areas. Beyond aggregate analysis across some output and activity indicators, it is not possible to undertake more robust review	The overall quality of submissions needs to be improved. The measures used in the Framework should be reviewed in line with recommendation 1 above.	IS/ SLAED
8.	Quality	Data on a number of outputs and supporting detail was requested. However, on many returns, Councils were not able to provide this data. Where they did, there is still inconsistency – for example, a Council reports that it has provided support to 1,000 businesses, and we would expect the instances of support to be at least 1,000 across the different types of support a Council provides. In some cases the total support was less than the number of businesses assisted	For each such indicator, these Councils need to be provided with support on how to collect data on the relevant measures Councils need to develop systems that are capable of providing the data for future returns	The experience officers have gained from the 2012/13 review should facilitate better monitoring and collection of data and this will be picked up in the individual feedback to Councils

	Area	Conclusions	Recommendation	Action
9.	Quality	Despite the Guidance and ongoing support, there is different interpretation of the definitions applied to the measures and the measures themselves. In many cases this is valid. For example, when looking at the leverage of external funding, some Councils will always perform well in as they may operate a dedicated team, or are eligible for a different scale of funding than another Council area.	The leverage measure should be maintained but acknowledgment that different Councils operate a different approach to external funding depending on eligibility and the release of 'one-off' funding that can occur. The definition of 'external funding' should include additional clarity on what should be counted so that not all external funding secured across Council services is included.	IS to amend guidance and FAQ to reflect the concerns that the data is not being consistently gathered and analysed – this will include definitions and a list of 'economic development' funding that should be counted
10.	Quality	Councils do not provide all the data – <i>the measures are subject to different interpretation in different Councils</i> . As a result, comparison is undermined	For each such indicator, these Councils need to be provided with support on how to collect data on the relevant measures	IS to offer support to Councils – directly if required, or through the website tools
11.	Quality	Councils do not provide all the data – <i>the systems/ processes do not enable this to be captured</i> . As a result, comparison is undermined	Councils need to develop systems that are capable of providing the data for future returns where that activity is relevant	The experience officers have gained from the 2012/13 review should facilitate better monitoring and collection of data and this will be picked up in the individual feedback to Councils
12.	Quality	Councils do not provide all of the data – <i>it is deemed 'not applicable' to the nature of service delivered by that Council</i>	In this case, where a larger group of Councils report that a measure is not applicable, further clarification is required from SLAED on whether this measure should continue to be included. SLAED may wish to revise the indicator set accordingly and Councils are asked to suggest any additional indicators	IS to agree with SLAED on the following measures: <ul style="list-style-type: none"> - Jobs supported by inward investment - Number of businesses assisted to trade outwith Scotland

	Area	Conclusions	Recommendation	Action
13.	Quality	Councils do not provide all of the data – <i>it is deemed 'not available' in the context the services delivered by that Council.</i> This is of more concern if Councils are delivering an activity but do not have data on performance.	These Councils must ensure that they are capturing relevant performance information to their service delivery. Where this is the case, we recommend that these Councils embed a system to collect the requisite data on service delivery	Deal with in 'wrap up meeting' for the 2012/13 review
14.	Quality	Councils are providing data on broad outputs but are unable to provide any more detail – for example, the sectors that businesses assisted operate in; or age/ gender for employability services. In the absence of more detailed breakdowns on these output measures, Councils are under-reporting on their contribution to Government economic strategy. Some questioned the need for this data to be provided	Councils need to develop a system of capturing more detailed analysis of the business support and employability activities. Before that, SLAED to confirm whether future returns should seek to request this level of detail	IS to provide advice on support on the SLAED Indicators website on these measures. For business support measures, SLAED may need to agree the which 'key' sectors to focus on – those in the GES or those in SE/ HIE or other operating plans <ul style="list-style-type: none"> - Number of business supported by a Council's economic development activities - Unemployed people participating in Council funded/ operated employability programmes

	Area	Conclusions	Recommendation	Action
15.	Quality	<p>In general, Councils are not currently recording the number of businesses supported through non-economic development service activity. As a result, the role of the Councils in delivering local economic impact may be under-estimated</p> <p>In addition, these business 'contacts' are not linked back to other business support delivered by economic development teams.</p> <p>While this support is not defined as traditional 'economic development activity', it does contribute to development of the local economy and should be captured where possible</p>	<p>Councils to consider development of a system to capture details of wider 'business facing delivery'. Before that, SLAED to confirm whether future returns should seek to request this level of detail</p> <p>If Councils were able to provide data on the number of business assists delivered by other services, they would be able to understand their wider contribution to the local economy. We suggest that databases are developed that enable details of a business accessing licensing, trading standards, planning and/ or procurement advice to be recorded, and allow a referral to other business development support.</p>	<p>SLAED to consider discussion with Chief Executives recommending this approach is considered across the organisation</p> <ul style="list-style-type: none"> - Number of business supported by a Council's economic development activities
16	Quality	<p>BG Data is recorded as 'start ups' (trading) and 'enquiries' (start up and existing businesses). The latter dataset cannot be broken down by Council area</p>	<p>As the SLAED measures the number of assists, as do EU programmes, future iterations of the SLAED Framework should reflect the BG Performance Framework and any changes to its CRM system</p>	<p>CoSLA BG Performance Framework and SLAED to agree use/ interpretation of this measure</p>
17.	Quality	<p>Councils are delivering and supporting the delivery of a number of tourism interventions. The results of this investment is not adequately captured by the SLAED Indicators Framework</p>	<p>SLAED/ VS to agree appropriate measures of tourism support. As a majority of councils subscribe to the DREAM model delivering volume/value measures by region, it is recommended that these measures are used to assess tourism performance of areas from 2014 (albeit not necessarily the performance of Council- supported marketing activity).</p>	<p>SLAED Tourism Group lead to agree measures with VisitScotland</p>

	Area	Conclusions	Recommendation	Action
18.	Quality	The SLAED Indicator relating to the impact of visits to local Visitor Information Centres (VICs) may need to be revised as VS cannot yet confirm the level of primary research that will be undertaken in future review periods.	Other activity measures to be considered eg footfall, unit cost etc	SLAED Tourism Group lead to agree measures with VisitScotland
19.	Quality	The SLAED Indicators (and IS support) do not attempt to attribute the results directly to activities delivered by a specific Council. Indeed it is likely that a number of interventions are delivered across partnerships. No attempt is made to apportion the impact to a specific Council or funder.	At this stage the advice to Councils (and partners) is that the impact is to the economy and that Councils (and partners) should be wary of 'claiming' the impact to their funding/ support and careful to avoid 'double counting'.	SLAED-IS to consider
20.	Capacity	A number of Councils reported that the quality of the overall returns are compromised by the relative priority of the SLAED indicators and the commensurate level of resource being made available	Given the expectation of Audit Scotland and Scottish Government amongst others that Councils are able to report on their contribution towards Scotland's Economic Strategy, and the experience of this review, Councils must nominate an officer to be responsible for embedding a system to collect the relevant data on a continuous and consistent basis.	SLAED to contact Chief Executives recommending this approach is considered across the organisation

	Area	Conclusions	Recommendation	Action
21.	Capacity	When the EOP communicated with specific Councils on their SLAED Indicator Return, in certain cases there was a lack of technical understanding of the 'logical framework approach' – what to measure and when in context of the cross over between different types or assistance and different stages of delivery, and other Council-reporting frameworks	Although the EOP will continue to support Councils to compile the return for 2013/2014, SLAED needs to have a far greater control and ownership of the process. We recommend that a SLAED Theme Group is considered for performance measurement. Technical knowledge could be improved through delivery of a series of technical 'masterclasses' for Councils/ areas that have identified this as an area of weakness	IS to agree with SLAED a process for this. Following that relevant seminars/ training to be provided by EOP
22.	Capacity	Councils report that the data return sheet was cumbersome and too complex	Refine the data return sheet and ensure that it is accessed via the SLAED Indicators website	Follow up survey and work with a newly formed Theme Group. Most up-to-date template available through SLAED Indicators web page
23.	Capacity	Where data is being collected centrally, some Councils report that colleagues who are not part of the Economic Development team/ service, ,may not understand why the data is needed	Per 20 above, technical knowledge could be improved through delivery of a series of technical 'masterclasses' for Councils/ areas that have identified this as an area of weakness. We recommend that a SLAED Theme Group is formed for performance measurement Share capacity – collection could be coordinated and rotated around Councils. For example, the returns could be shared across Council areas on an annual basis	IS to agree with SLAED a process for this. Any theme group may be developed by representatives not in economic development teams themselves.

5.1 Next Steps

It is recognised that the current SLAED Indicators Framework should be subject to ongoing review and refinement. At the same time, it will be important to maintain a balance between continuity and improvement - too many changes will hinder year-on-year comparison. Councils are encouraged to make suggestions on how the Framework and process can be improved, and the Improvement Service's Economic Outcomes Team will distribute a short online survey to get SLAED members' views and experiences of the collection of data this year, and any changes that could be made to improve the process next year.

Findings from this report will be reported and signed off by SLAED and the suitability of these indicators in measuring Councils' economic impact will be reviewed. The analysis and Council feedback are factors which will help to influence the development of the 2013/14 iteration of the SLAED Indicators Framework. The Economic Outcomes Programme will seek to share examples of particularly 'good practice' around management of administrative data and robust data recording systems with the intention to positively influence the development of the 2013/14 iteration of the SLAED Indicators Framework.

This Indicator Framework has been developed through the work and consultation by the SLAED working group. During the period of support provided by the IS Economic Outcomes Programme, the Improvement Service is interested to discuss other activities, outputs and outcomes that are delivered by Economic Development teams that may not yet be adequately assessed through the SLAED Framework.

5.2 Further Information

Please email eop@improvementservice.org.uk or contact the IS [Economic Outcomes Team](#) if you have any queries regarding this report.

APPENDIX 1 – RETURNS BY COUNCILS

ABERDEEN CITY COUNCIL¹⁶			
	INDICATOR	SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	Not Available
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	Not Applicable
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	Not Available
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	238
OP1b	Number of Businesses Supported by Business Gateway Activities¹⁷ Start-ups Supported	9,618	471
OP1c	Number of Businesses Assisted to Trade Out with Scotland	589	283
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	Not Available
OP3	Jobs Supported by Inward Investment Projects	1,749	Not Available
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	46.4%
OC1	Gross Value Added (NUTS3 Regions) – Aberdeen City and Aberdeenshire Headline GVA (£millions) GVA per head	£108,098 £20,571	£14,950 £31,944
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£548.00 £574.90
OC3	Employment Rate % WA population in employment	70.6%	75.6%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	55 82
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	66%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	8.5% 1.9%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	11.5%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	6.63 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	8.1%

¹⁶ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

¹⁷ Further Business Gateway data available in Appendix 2

ABERDEENSHIRE COUNCIL¹⁸			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£1.36 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	£544,539
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	405
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	101
OP1b	Number of Businesses Supported by Business Gateway Activities¹⁹ Start-ups Supported	9,618	529
OP1c	Number of Businesses Assisted to Trade Out with Scotland	589	Not Applicable
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	173
OP3	Jobs Supported by Inward Investment Projects	1,749	Not Applicable
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	4.6%
OC1	Gross Value Added (NUTS3 Regions) – Aberdeen City and Aberdeenshire Headline GVA (£millions) GVA per head	£108,098 £20,571	£14,950 £31,944
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£545.40 £499.10
OC3	Employment Rate % WA population in employment	70.6%	79.5%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	47 77
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	73%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	6.2% 1.2%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	10.9%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	7.30 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	4%

¹⁸ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

¹⁹ Further Business Gateway data available in Appendix 2

ANGUS COUNCIL²⁰

		SCOTLAND	LOCAL AUTHORITY
INDICATOR			
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	_ ²¹
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	£194,659
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	556
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	514
OP1b	Number of Businesses Supported by Business Gateway Activities²² Start-ups Supported	9,618	201
OP1c	Number of Businesses Assisted to Trade Out with Scotland	589	23
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	250
OP3	Jobs Supported by Inward Investment Projects	1,749	186
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	24.7%
OC1	Gross Value Added (NUTS3 Regions) – Angus and Dundee City Headline GVA (£millions) GVA per head	£108,098 £20,571	£4,526 £17,666
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£473.10 £437.00
OC3	Employment Rate % WA population in employment	70.6%	72.8%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	28 48
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	62%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	10.3% 3%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	13.7%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	6.84 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	15.6%

²⁰ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

²¹ There is a mixture of projects funded in part and in full and we have not specified this clearly enough in our recording systems however we will address that for 2013/14 onwards

Not all bids we know of are submitted through the external funding team and we have not sought clarification of the leverage i.e. only recorded the funding awarded. Again we will seek to address this for 2013/14 onwards.

²² Further Business Gateway data available in Appendix 2

ARGYLL & BUTE COUNCIL²³			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£0.59 : £1 ²⁴
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	£2,454,056
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	3,128
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	28
OP1b	Number of Businesses Supported by Business Gateway Activities²⁵ Start-ups Supported	9,618	114
OP1c	Number of Businesses Assisted to Trade Out with Scotland	589	Not Applicable
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	485
OP3	Jobs Supported by Inward Investment Projects	1,749	Not Applicable
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	_ ²⁶
OC1	Gross Value Added (NUTS3 Regions) – Lochaber, Skye & Lochalsh, Arran & Cumbrae and Argyll & Bute Headline GVA (£millions) GVA per head	£108,098 £20,571	£1,621 £15,852
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£462.00 £468.70
OC3	Employment Rate % WA population in employment	70.6%	71.7%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	29 50
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	58%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	11.7% 3.6%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	10.9%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	7.29 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	Not Available ²⁷

²³ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

²⁴ A number of the returns received related to programmes/projects that are being delivered over a period of time and not just within 2012/2013 therefore we found it problematic to provide a total number of projects and a total cost figure for 2012/13 and we have just provided the known leveraged data for the required financial year. This will be a conservative estimate.

²⁵ Further Business Gateway data available in Appendix 2

²⁶ This information was taken from the LDP as requested however Argyll & Bute Council and HIE are currently undertaking some work to identify employment land that is serviced and hopefully we will have this data for next year's report.

²⁷ As per the initial report from Argyll & Bute Council this is done by local visual inspection as required.

CITY OF EDINBURGH COUNCIL²⁸			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£0.39 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	Not Applicable
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	6,383
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	305
OP1b	Number of Businesses Supported by Business Gateway Activities²⁹ Start-ups Supported	9,618	1,105
OP1c	Number of Businesses Assisted to Trade Out with Scotland	589	Not Applicable
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	861
OP3	Jobs Supported by Inward Investment Projects	1,749	200
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	82.3%
OC1	Gross Value Added (NUTS3 Regions) Headline GVA (£millions) GVA per head	£108,098 £20,571	£16,930 £34,178
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£537.50 £536.80
OC3	Employment Rate % WA population in employment	70.6%	73.1%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	43 63
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	57%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	10.4% 3.4%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	6.7%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	5.80 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	6.7%

²⁸ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

²⁹ Further Business Gateway data available in Appendix 2

CLACKMANNANSHIRE COUNCIL³⁰			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£1.24 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	Not Available
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	698
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	246
OP1b	Number of Businesses Supported by Business Gateway Activities³¹ Start-ups Supported	9,618	115
OP1c	Number of Businesses Assisted to Trade Out with Scotland	589	Not Applicable
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	210
OP3	Jobs Supported by Inward Investment Projects	1,749	25
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	34.7%
OC1	Gross Value Added (NUTS3 Regions) – Clackmannanshire and Fife Headline GVA (£millions) GVA per head	£108,098 £20,571	£5,717 £13,672
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£459.20 £460.00
OC3	Employment Rate % WA population in employment	70.6%	64.4%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	27 43
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	67%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	16.3% 5.3%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	12.9%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	8.93 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	9.5%

³⁰ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

³¹ Further Business Gateway data available in Appendix 2

DUMFRIES & GALLOWAY COUNCIL ³²			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£1.03 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	£875,672
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	800
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	303
OP1b	Number of Businesses Supported by Business Gateway Activities ³³ Start-ups Supported	9,618	407
OP1c	Number of Businesses Assisted to Trade Out with Scotland	589	27
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	297
OP3	Jobs Supported by Inward Investment Projects	1,749	0
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	11.4%
OC1	Gross Value Added (NUTS3 Regions) Headline GVA (£millions) GVA per head	£108,098 £20,571	£2,314 £15,626
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£419.60 £400.00
OC3	Employment Rate % WA population in employment	70.6%	68.0%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	26 45
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	63% ³⁴
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	12.3% 3.9%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	14.2%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	8.36 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	9.6%

³² ³² Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

³³ Further Business Gateway data available in Appendix 2

³⁴ 63% is correct at VAT level but in practice this is running at over 70% for the last 12 months for all businesses. A high proportion of business in rural areas may not be VAT registered.

DUNDEE CITY COUNCIL ³⁵			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£1.96 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	Not Available
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	3,157
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	_ ³⁶
OP1b	Number of Businesses Supported by Business Gateway Activities ³⁷ Start-ups Supported	9,618	303
OP1c	Number of Businesses Assisted to Trade Out with Scotland	589	9
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	1,196
OP3	Jobs Supported by Inward Investment Projects	1,749	_ ³⁸
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	21.5%
OC1	Gross Value Added (NUTS3 Regions) – Angus and Dundee City Headline GVA (£millions) GVA per head	£108,098 £20,571	£4,526 £17,666
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£432.20 £483.30
OC3	Employment Rate % WA population in employment	70.6%	64.3%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	23 36
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	58%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	17.3% 5.7%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	16.3%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	5.90 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	14.6%

³⁵ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

³⁶ Dundee City Council does not undertake direct business account management through mainstream services but supports businesses in a number of other ways e.g. through the provision of a property advice service and through a range of sector support initiatives such as Biodundee, Talking Tayside and Dundee Renewables. There are no data gathering processes in place to capture the outputs of this activity down to individual business level.

³⁷ Further Business Gateway data available in Appendix 2

³⁸ Dundee City Council provides an inward investment response service that works with SE/SDI. Work is underway to improve current data gathering processes to enable the City Council to report against this indicator in future years.

EAST AYRSHIRE COUNCIL³⁹			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£1.20 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	Not Applicable
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	1,776
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	235
OP1b	Number of Businesses Supported by Business Gateway Activities⁴⁰ Start-ups Supported	9,618	182
OP1c	Number of Businesses Assisted to Trade Out with Scotland	589	1
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	360
OP3	Jobs Supported by Inward Investment Projects	1,749	Not Applicable
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	73.1%
OC1	Gross Value Added (NUTS3 Regions) – East Ayrshire and North Ayrshire Mainland Headline GVA (£millions) GVA per head	£108,098	£3,204
		£20,571	£12,888
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30	£489.50
		£497.60	£489.00
OC3	Employment Rate % WA population in employment	70.6%	67.6%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32	24
		51	39
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	60%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4%	16.7%
		4.1%	5.8%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	20.8%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	5.84 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	14.1%

³⁹ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁴⁰ Further Business Gateway data available in Appendix 2

EAST DUNBARTONSHIRE COUNCIL ⁴¹			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£1.93 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	Not Applicable
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	360
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	107
OP1b	Number of Businesses Supported by Business Gateway Activities ⁴² Start-ups Supported	9,618	174
OP1c	Number of Businesses Assisted to Trade Out with Scotland	589	6
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	206
OP3	Jobs Supported by Inward Investment Projects	1,749	4
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	23.6%
OC1	Gross Value Added (NUTS3 Regions) – East Dunbartonshire, West Dunbartonshire and Helensburgh & Lomond Headline GVA (£millions) GVA per head	£108,098 £20,571	£2,911 £13,179
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£581.10 £488.70
OC3	Employment Rate % WA population in employment	70.6%	77.1%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	28 47
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	63%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	8.5% 2.5%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	8.6%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	4.89
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	7.7%

⁴¹ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁴² Further Business Gateway data available in Appendix 2

EAST LoTHIAN COUNCIL⁴³			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£0.60 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	£92,191
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	Not Available
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	795
OP1b	Number of Businesses Supported by Business Gateway Activities⁴⁴ Start-ups Supported	9,618	142
OP1c	Number of Businesses Assisted to Trade Out with Scotland	589	0
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	Not Applicable
OP3	Jobs Supported by Inward Investment Projects	1,749	Not Applicable
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	1%
OC1	Gross Value Added (NUTS3 Regions) – East Lothian and Midlothian Headline GVA (£millions) GVA per head	£108,098 £20,571	£2,303 £12,757
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£512.30 £472.10
OC3	Employment Rate % WA population in employment	70.6%	73.9%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	28 47
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	64%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	10.8% 3.3%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	11.1%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	6.08 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	5.4%

⁴³ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁴⁴ Further Business Gateway data available in Appendix 2

EAST RENFREWSHIRE COUNCIL⁴⁵			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£2.55 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	Not Applicable
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	64
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	975
OP1b	Number of Businesses Supported by Business Gateway Activities⁴⁶ Start-ups Supported	9,618	131
OP1c	Number of Businesses Assisted to Trade Out with Scotland	589	1
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	242
OP3	Jobs Supported by Inward Investment Projects	1,749	Not Applicable
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	50.6%
OC1	Gross Value Added (NUTS3 Regions) – Inverclyde, East Renfrewshire and Renfrewshire Headline GVA (£millions) GVA per head	£108,098 £20,571	£5,477 £29,963
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£593.40 £398.60
OC3	Employment Rate % WA population in employment	70.6%	72.5%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	33 55
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	60%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	8.4% 2.4%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	8.3%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	4.74 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	4.8%

⁴⁵ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁴⁶ Further Business Gateway data available in Appendix 2

<u>EILEAN SIAR⁴⁷</u>			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£1.92 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	£450,914
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	220
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	264
OP1b	Number of Businesses Supported by Business Gateway Activities⁴⁸ Start-ups Supported	9,618	47
OP1c	Number of Businesses Assisted to Trade Out with Scotland	589	Not Available
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	54
OP3	Jobs Supported by Inward Investment Projects	1,749	Not Available
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	66.6%
OC1	Gross Value Added (NUTS3 Regions) Headline GVA (£millions) GVA per head	£108,098 £20,571	£397 £15,219
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£438.30 £439.70
OC3	Employment Rate % WA population in employment	70.6%	70.8%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	31 53
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	61%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	10.3% 3.0%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	10.1%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	7.15 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	5.6%

⁴⁷ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁴⁸ Further Business Gateway data available in Appendix 2

FALKIRK COUNCIL⁴⁹

		SCOTLAND	LOCAL AUTHORITY
INDICATOR			
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£0.99 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	£251,450
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	1,012
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	86
OP1b	Number of Businesses Supported by Business Gateway Activities ⁵⁰ Start-ups Supported	9,618	302
OP1c	Number of Businesses Assisted to Trade Out with Scotland	589	26
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	509
OP3	Jobs Supported by Inward Investment Projects	1,749	Not Available
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	49.9%
OC1	Gross Value Added (NUTS3 Regions) Headline GVA (£millions) GVA per head	£108,098 £20,571	£2,792 £18,087
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£479.80 £510.80
OC3	Employment Rate % WA population in employment	70.6%	74.1%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	27 44
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	61%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	13.6% 4.5%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	13.1%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	6.73 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	10.9%

⁴⁹ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁵⁰ Further Business Gateway data available in Appendix 2

FIFE COUNCIL⁵¹

		SCOTLAND	LOCAL AUTHORITY
INDICATOR			
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£0.55 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	£853,177
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	2,648
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	2,117
OP1b	Number of Businesses Supported by Business Gateway Activities⁵² Start-ups Supported	9,618	635
OP1c	Number of Businesses Assisted to Trade Out with Scotland	589	73
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	999
OP3	Jobs Supported by Inward Investment Projects	1,749	215
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	15.1%
OC1	Gross Value Added (NUTS3 Regions) – Clackmannanshire and Fife Headline GVA (£millions) GVA per head	£108,098 £20,571	£5,717 £13,672
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£499.30 £453.30
OC3	Employment Rate % WA population in employment	70.6%	68.7%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	25 41
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	60%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	13.6% 4.7%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	11.8%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	6.80 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	15.8%

⁵¹ ⁵¹ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁵² Further Business Gateway data available in Appendix 2

GLASGOW CITY COUNCIL ⁵³			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£0.56 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	Not Applicable
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	25,745
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	1,665
OP1b	Number of Businesses Supported by Business Gateway Activities ⁵⁴ Start-ups Supported	9,618	937
OP1c	Number of Businesses Assisted to Trade Out with Scotland	589	23
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	5,396
OP3	Jobs Supported by Inward Investment Projects	1,749	979
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	5.2%
OC1	Gross Value Added (NUTS3 Regions) Headline GVA (£millions) GVA per head	£108,098 £20,571	£17,943 £29,963
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£474.90 £501.70
OC3	Employment Rate % WA population in employment	70.6%	59.9%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	37 54
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	53%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	20.1% 5.8%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	18.7%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	5.23 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	11.8%

⁵³ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁵⁴ Further Business Gateway data available in Appendix 2

HIGHLAND COUNCIL⁵⁵			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	Not Available
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	£4,166,617
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	327
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	Not Available
OP1b	Number of Businesses Supported by Business Gateway Activities⁵⁶ Start-ups Supported	9,618	215
OP1c	Number of Businesses Assisted to Trade Out with Scotland	589	Not Available
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	159
OP3	Jobs Supported by Inward Investment Projects	1,749	Not Available
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	Not Available
OC1	Gross Value Added (NUTS3 Regions) - being Caithness & Sutherland and Ross & Cromarty/ Inverness & Nairn and Moray, Badenoch & Strathspey/ Lochaber, Skye & Lochalsh, Arran & Cumbrae and Argyll & Bute Headline GVA (£millions) GVA per head	£108,098 £20,571	£1,402/ £3,274/ £1,621 AND £15,400/ £17,544/ £15,852
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£472.40 £460.40
OC3	Employment Rate % WA population in employment	70.6%	73.6%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	34 57
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	67%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	10.3% 2.9%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	9.3%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	9.10 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	Not Available

⁵⁵ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁵⁶ Further Business Gateway data is available in Appendix 2

INVERCLYDE COUNCIL⁵⁷			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£0.32 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	Not Applicable
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	1,516
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	153
OP1b	Number of Businesses Supported by Business Gateway Activities⁵⁸ Start-ups Supported	9,618	148
OP1c	Number of Businesses Assisted to Trade Outwith Scotland	589	Not Available
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	701
OP3	Jobs Supported by Inward Investment Projects	1,749	10
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	57.2%
OC1	Gross Value Added (NUTS3 Regions) – Inverclyde, East Renfrewshire and Renfrewshire Headline GVA (£millions) GVA per head	£108,098 £20,571	£5,477 £29,963
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£451.50 £464.40
OC3	Employment Rate % WA population in employment	70.6%	66.9%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	25 40
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	66%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	19.1% 5.4%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	15.9%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	5.41 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	11.2%

⁵⁷ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁵⁸ Further Business Gateway data is available in Appendix 2

MIDLOTHIAN COUNCIL⁵⁹			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£1.62 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	£6,741
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	692
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	473
OP1b	Number of Businesses Supported by Business Gateway Activities⁶⁰ Start-ups Supported	9,618	121
OP1c	Number of Businesses Assisted to Trade Outwith Scotland	589	39
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	216
OP3	Jobs Supported by Inward Investment Projects	1,749	Not Available
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	70.9%
OC1	Gross Value Added (NUTS3 Regions) – East Lothian and Midlothian Headline GVA (£millions) GVA per head	£108,098 £20,571	£2,303 £12,757
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£454.60 £484.40
OC3	Employment Rate % WA population in employment	70.6%	73.9%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	24 40
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	67%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	12.8% 4.1%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	14.0%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	5.39 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	6.3%

⁵⁹ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁶⁰ Further Business Gateway data is available in Appendix 2

MORAY COUNCIL⁶¹

		SCOTLAND	LOCAL AUTHORITY
INDICATOR			
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£1.09 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	£23,748
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	5
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	3
OP1b	Number of Businesses Supported by Business Gateway Activities⁶² Start-ups Supported	9,618	123
OP1c	Number of Businesses Assisted to Trade Outwith Scotland	589	Not Applicable
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	106
OP3	Jobs Supported by Inward Investment Projects	1,749	Not Applicable
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	7.3%
OC1	Gross Value Added (NUTS3 Regions) – Inverness & Nairn and Moray, Badendoch & Strathspey Headline GVA (£millions) GVA per head	£108,098 £20,571	£3,274 £17,544
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£453.40 £453.40
OC3	Employment Rate % WA population in employment	70.6%	79.6%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	24 40
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	71%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	9.0% 2.4%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	12.0%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	8.72 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	9.5%

⁶¹ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁶² Further Business Gateway data is available in Appendix 2

NORTH AYRSHIRE COUNCIL⁶³			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£4.58 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	£206,975
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	1,019
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	Not Available
OP1b	Number of Businesses Supported by Business Gateway Activities⁶⁴ Start-ups Supported	9,618	228
OP1c	Number of Businesses Assisted to Trade Outwith Scotland	589	Not Available
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	1,019
OP3	Jobs Supported by Inward Investment Projects	1,749	Not Available
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	Not Available
OC1	Gross Value Added (NUTS3 Regions) – East Ayrshire and North Ayrshire Mainland Headline GVA (£millions) GVA per head	£108,098	£3,204
		£20,571	£12,888
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30	£459.20
		£497.60	£443.40
OC3	Employment Rate % WA population in employment	70.6%	61.7%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32	23
		51	38
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	66%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4%	18.2%
		4.1%	6.6%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	16.9%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	7.24 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	Not Available

⁶³ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁶⁴ Further Business Gateway data is available in Appendix 2

NORTH LANARKSHIRE COUNCIL⁶⁵			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£1.43 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	Not Applicable
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	5,304
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	621
OP1b	Number of Businesses Supported by Business Gateway Activities⁶⁶ Start-ups Supported	9,618	550
OP1c	Number of Businesses Assisted to Trade Outwith Scotland	589	Not Applicable
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	1,625
OP3	Jobs Supported by Inward Investment Projects	1,749	No Data ⁶⁷
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	25.8%
OC1	Gross Value Added (NUTS3 Regions) Headline GVA (£millions) GVA per head	£108,098 £20,571	£5,106 £15,631
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£483.50 £494.00
OC3	Employment Rate % WA population in employment	70.6%	70.7%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	25 40
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	57%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	16.8% 5.3%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	19.0%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	5.86 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	12%

⁶⁵ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁶⁶ Further Business Gateway data is available in Appendix 2

⁶⁷ Inward investment projects are led by SE and SDI. Our response to inward investment projects is as a partner to SE or SDI who account all jobs secured for Scotland. The Council response is usually to meet specific needs of the project that the council can assist with, e.g. property, land, planning, training and recruitment and is not in assessing business plans linked to job creation. We have no mechanism or resources in place to capture meaningful information which other agencies collate or resources to maintain a system for this.

ORKNEY ISLANDS COUNCIL⁶⁸			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	Not Applicable
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	Not Applicable
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	Not Available
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	56
OP1b	Number of Businesses Supported by Business Gateway Activities⁶⁹ Start-ups Supported	9,618	44
OP1c	Number of Businesses Assisted to Trade Outwith Scotland	589	Not Applicable
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	Not Available
OP3	Jobs Supported by Inward Investment Projects	1,749	Not Applicable
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	Not Available
OC1	Gross Value Added (NUTS3 Regions) Headline GVA (£millions) GVA per head	£108,098 £20,571	£345 £17,109
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£480.90 -
OC3	Employment Rate % WA population in employment	70.6%	82.8%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	35 58
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	64%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	6.9% 1.4%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	8.9%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	7.88 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	5.6%

⁶⁸ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁶⁹ Further Business Gateway data is available in Appendix 2

PERTH & KINROSS COUNCIL⁷⁰			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£0.55 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	£852,624
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	467
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	300
OP1b	Number of Businesses Supported by Business Gateway Activities⁷¹ Start-ups Supported	9,618	264
OP1c	Number of Businesses Assisted to Trade Outwith Scotland	589	30
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	225
OP3	Jobs Supported by Inward Investment Projects	1,749	Not Applicable
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	34.8%
OC1	Gross Value Added (NUTS3 Regions) – Perth & Kinross and Stirling Headline GVA (£millions) GVA per head	£108,098 £20,571	£4,324 £17,996
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£492.60 £458.10
OC3	Employment Rate % WA population in employment	70.6%	74.5%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	32 54
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	64%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	9.2% 2.3%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	8.9%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	8.16 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	9.4%

⁷⁰ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁷¹ Further Business Gateway data is available in Appendix 2

RENFREWSHIRE COUNCIL⁷²			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£2.68 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	Not Applicable
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	1,843
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	203
OP1b	Number of Businesses Supported by Business Gateway Activities⁷³ Start-ups Supported	9,618	343
OP1c	Number of Businesses Assisted to Trade Outwith Scotland	589	Not Applicable
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	511
OP3	Jobs Supported by Inward Investment Projects	1,749	28
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	48.3%
OC1	Gross Value Added (NUTS3 Regions) – Inverclyde, East Renfrewshire and Renfrewshire Headline GVA (£millions) GVA per head	£108,098 £20,571	£5,477 £29,963
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£507.10 £532.40
OC3	Employment Rate % WA population in employment	70.6%	70.8%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	28 45
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	58%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	15.4% 5.0%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	12.3%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	5.83 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	17.3%

⁷² Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁷³ Further Business Gateway data is available in Appendix 2

SCOTTISH BORDERS COUNCIL⁷⁴			
	INDICATOR	SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£0.71 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	£617,609
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	214
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	848
OP1b	Number of Businesses Supported by Business Gateway Activities⁷⁵ Start-ups Supported	9,618	210
OP1c	Number of Businesses Assisted to Trade Outwith Scotland	589	Not Available
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	18
OP3	Jobs Supported by Inward Investment Projects	1,749	20
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	11.7%
OC1	Gross Value Added (NUTS3 Regions) Headline GVA (£millions) GVA per head	£108,098 £20,571	£1,513 £13,375
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£449.50 £402.70
OC3	Employment Rate % WA population in employment	70.6%	74.4%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	28 48
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	65%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	10.4% 3.2%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	12.6%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	7.62 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	11.4%

⁷⁴ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁷⁵ Further Business Gateway data is available in Appendix 2

SHETLAND ISLANDS COUNCIL⁷⁶			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£8.86 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	Not Applicable
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	38
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	274
OP1b	Number of Businesses Supported by Business Gateway Activities⁷⁷ Start-ups Supported	9,618	22
OP1c	Number of Businesses Assisted to Trade Outwith Scotland	589	19
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	9
OP3	Jobs Supported by Inward Investment Projects	1,749	Not Available
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	100%
OC1	Gross Value Added (NUTS3 Regions) Headline GVA (£millions) GVA per head	£108,098 £20,571	£540 £24,017
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£546.10 £536.60
OC3	Employment Rate % WA population in employment	70.6%	77.2%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	29 47
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	80%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	6.9% 1.5%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	8.9%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	8.06 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	5.2%

⁷⁶ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁷⁷ Further Business Gateway data is available in Appendix 2

SOUTH AYRSHIRE COUNCIL⁷⁸			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£2.10 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	£146,997
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	1,187
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	292
OP1b	Number of Businesses Supported by Business Gateway Activities⁷⁹ Start-ups Supported	9,618	214
OP1c	Number of Businesses Assisted to Trade Outwith Scotland	589	24
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	409
OP3	Jobs Supported by Inward Investment Projects	1,749	82
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	21%
OC1	Gross Value Added (NUTS3 Regions) Headline GVA (£millions) GVA per head	£108,098 £20,571	£2,115 £18,961
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£559.80 £500.00
OC3	Employment Rate % WA population in employment	70.6%	69.3%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	30 52
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	58%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	14.2% 4.5%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	13.7%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	7.05 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	13.9%

⁷⁸ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁷⁹ Further Business Gateway data is available in Appendix 2

SOUTH LANARKSHIRE COUNCIL⁸⁰			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£0.80 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	Not Applicable
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	4,260
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	840
OP1b	Number of Businesses Supported by Business Gateway Activities⁸¹ Start-ups Supported	9,618	498
OP1c	Number of Businesses Assisted to Trade Outwith Scotland	589	4
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	1,741
OP3	Jobs Supported by Inward Investment Projects	1,749	Not Available
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	3.5%
OC1	Gross Value Added (NUTS3 Regions) Headline GVA (£millions) GVA per head	£108,098 £20,571	£4,838 £15,474
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£505.50 £501.70
OC3	Employment Rate % WA population in employment	70.6%	74.5%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	29 47
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	61%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	14.6% 4.5%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	12.1%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	5.31 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	9.9%

⁸⁰ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁸¹ Further Business Gateway data is available in Appendix 2

STIRLING COUNCIL⁸²			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£4.62 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	£1,548,772
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	217
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	289
OP1b	Number of Businesses Supported by Business Gateway Activities⁸³ Start-ups Supported	9,618	232
OP1c	Number of Businesses Assisted to Trade Outwith Scotland	589	Not Available
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	72
OP3	Jobs Supported by Inward Investment Projects	1,749	Not Applicable
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	19.5%
OC1	Gross Value Added (NUTS3 Regions) – Perth & Kinross and Stirling Headline GVA (£millions) GVA per head	£108,098 £20,571	£4,324 £17,996
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£550.30 £551.60
OC3	Employment Rate % WA population in employment	70.6%	69.1%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	37 60
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	65%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	10.5% 3.2%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	11.8%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	8.33 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	11.9%

⁸² Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁸³ Further Business Gateway data is available in Appendix 2

WEST DUNBARTONSHIRE COUNCIL⁸⁴			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£1.39 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	£312,467
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	1,748
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	164
OP1b	Number of Businesses Supported by Business Gateway Activities⁸⁵ Start-ups Supported	9,618	196
OP1c	Number of Businesses Assisted to Trade Outwith Scotland	589	1
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	475
OP3	Jobs Supported by Inward Investment Projects	1,749	0 ⁸⁶
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	32.9%
OC1	Gross Value Added (NUTS3 Regions) – East Dunbartonshire, West Dunbartonshire and Helensburgh & Lomond Headline GVA (£millions) GVA per head	£108,098 £20,571	£2,911 £13,179
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£479.50 £475.00
OC3	Employment Rate % WA population in employment	70.6%	67.0%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	20 33
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	61%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	19.2% 6.4%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	16.9%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	5.53 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	12.3%

⁸⁴ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁸⁵ Further Business Gateway data is available in Appendix 2

⁸⁶ 'Inward investment projects are led by SE and SDI. Our response to inward investment projects is as a partner to SE or SDI who will account all jobs secured for Scotland. The Council response meets specific needs of the project that the council can assist with, e.g. property, land, planning, training and recruitment and does not assess the business plans linked to job creation. We have no mechanism or resources in place to capture meaningful information which other agencies collate.'

WEST LoTHIAN COUNCIL⁸⁷			
INDICATOR		SCOTLAND	LOCAL AUTHORITY
A1	Leverage of External Funding £ Levered in Per £1 Council Contribution	£1 : £1	£0.72 : £1
A3	Additional expenditure to the local area through Visitor Information Centres (VisitScotland)	£13,599,208	Not Applicable
A4	Unemployed People Participating in Council Funded/Operated Employability Programmes	67,119	1,330
OP1a	Number of Businesses Supported by Council Economic Development Activities	12,587	92
OP1b	Number of Businesses Supported by Business Gateway Activities⁸⁸ Start-ups Supported	9,618	374
OP1c	Number of Businesses Assisted to Trade Outwith Scotland	589	Not Applicable
OP2	Unemployed People Assisted into Work from Council Funded/Operated Employability Programmes	18,715	794
OP3	Jobs Supported by Inward Investment Projects	1,749	Not Applicable
OP4	Availability of Employment Land % of land deemed immediately available for business use	19.6%	19.4%
OC1	Gross Value Added (NUTS3 Regions) Headline GVA (£millions) GVA per head	£108,098 £20,571	£3,554 £20,542
OC2	Gross Weekly Earnings Residence Based Workplace Based	£498.30 £497.60	£489.70 £478.10
OC3	Employment Rate % WA population in employment	70.6%	73.0%
OC4	New Business Starts Start up rate per 10,000 population Start up rate per 10,000 16-64 population	32 51	30 47
OC5	Business Survival Rate % of all businesses that survive for at least 3 years	61%	59%
OC6	Claimants in Receipt of Key DWP Benefits % 16-64 Population Claiming Key Benefits % 16-64 Population Claiming Job Seeker's Allowance	13.4% 4.1%	13.5% 4.3%
OC7	16-64 Population with Low/No Qualifications % 16-64 population that have no formal qualifications or qualifications at SCQF Level 4 or lower.	13.0%	12.4%
OC8	Carbon Dioxide Emissions per Capita (tonnes) Per Head of Total Population	6.47 tonnes	6.15 tonnes
OC9	Town Centre Vacancy Rates Vacant retail units as % of total retail units in key town centres	10.4%	8.9%

⁸⁷ Not Applicable = The Council does not do this activity

Not Available = There is no data available, either because this was not submitted or the data is not collected

⁸⁸ Further Business Gateway data is available in Appendix 2

APPENDIX 2 – Indicator Breakdowns by Council Area

A1 – Leverage of External Funding (2012/13)

Council Area	Council Contribution	£ Levered In	Leverage Ratio
Aberdeen City			
Aberdeenshire	£110,787	£150,916	£1: £1.36
Angus		£1,419,781	
Argyll and Bute	£4,005,104	£2,352,135	£1 :£0.59
City of Edinburgh	£7,359,782	£2,845,257	£1 : £0.39
Clackmannanshire	£646,655	£800,275	£1: £1.24
Dumfries and Galloway	£1,400,000	£1,440,000	£1 : £1.03
Dundee City	£1,640,961	£3,222,255	£1 : £1.96
East Ayrshire	£1,385,782	£1,662,633	£1 : £1.20
East Dunbartonshire	£79,658	£153,718	£1 : £1.93
East Lothian	£8,904,302	£5,330,703	£1 : £0.60
East Renfrewshire	£147,474	£376,084	£1 : £2.55
Eilean Siar	£5,650,727	£10,823,766	£1 : £1.92
Falkirk	£3,356,598	£3,331,512	£1 : £0.99
Fife	£3,652,836	£1,649,368	£1 : £0.55
Glasgow City	£20,777,592	£11,708,021	£1 : £0.56
Highland			
Inverclyde	£2,142,093	£675,108	£1 : £0.32
Midlothian	£499,159	£810,841	£1 : £1.62
Moray	£1,246,178	£1,363,911	£1 : £1.09
North Ayrshire	£2,114,954	£9,689,049	£1 : £4.58
North Lanarkshire	£5,242,042	£7,503,139	£1 : £1.43
Orkney Island			
Perth and Kinross	£287,052	£159,000	£1 : £0.55
Renfrewshire	£1,790,404	£4,792,431	£1 : £2.68
Scottish Borders	£913,362	£647,022	£1 : £0.71
Shetland Island	£180,565	£1,599,656	£1 : £8.86
South Ayrshire	£298,000	£625,000	£1 : £2.10
South Lanarkshire	£4,097,537	£3,263,881	£1 : £0.80
Stirling	£115,000	£531,575	£1 : £4.62
West Dunbartonshire	£832,926	£1,160,210	£1 : £1.39
West Lothian	£2,500,000	£1,810,000	£1 : £0.72
TOTAL	£81,377,530	£81,897,247	£1 : £1.01

Source: Council Submissions

**A3 – Additional expenditure to the local area through Visitor Information Centres
(2012/13)**

Council Area	No. Of Visitors	Economic Impact
Aberdeenshire	101,783	£544,539
Angus	36,385	£194,659
Argyll & Bute	458,702	£2,454,056
Dumfries & Galloway	163,677	£875,672
East Lothian	17,232	£92,191
Eilean Siar	84,283	£450,914
Falkirk	47,000	£251,450
Fife	159,491	£853,177
Highland	778,807	£4,166,617
Midlothian	1,260	£6,741
Moray	4,439	£23,748
North Ayrshire	38,687	£206,975
Perth & Kinross	159,369	£852,624
Scottish Borders	115,441	£617,609
South Ayrshire	27,476	£146,997
Stirling	289,490	£1,548,772
West Dunbartonshire	58,405	£312,467
TOTAL	2,541,927	£13,599,208

Source: Visit Scotland

A4 - Unemployed People Participating in Council funded/operated Employability Programmes (2012/13)

<u>Council Area</u>	<u>Participants</u>
Aberdeen City	
Aberdeenshire	405
Angus	556
Argyll and Bute	3,128
City of Edinburgh	6,383
Clackmannanshire	698
Dumfries and Galloway	800
Dundee City	3,157
East Ayrshire	1,776
East Dunbartonshire	360
East Lothian	
East Renfrewshire	64
Eilean Siar	220
Falkirk	1,012
Fife	2,648
Glasgow City	25,745
Highland	327
Inverclyde	1,516
Midlothian	692
Moray	5
North Ayrshire	1,019
North Lanarkshire	5,304
Orkney Island	
Perth and Kinross	467
Renfrewshire	1,843
Scottish Borders	214
Shetland Island	38
South Ayrshire	1,187
South Lanarkshire	4,260
Stirling	217
West Dunbartonshire	1,748
West Lothian	1,330
TOTAL	67,119

Source: Council Submissions

OP1a - Number of Businesses supported by Council Economic Development activities (2012/13)

Council Area	Businesses Supported
Aberdeen City	238
Aberdeenshire	101
Angus	514
Argyll and Bute	28
City of Edinburgh	305
Clackmannanshire	246
Dumfries and Galloway	303
Dundee City	
East Ayrshire	235
East Dunbartonshire	107
East Lothian	795
East Renfrewshire	975
Eilean Siar	264
Falkirk	86
Fife	2,117
Glasgow City	1,665
Highland	
Inverclyde	153
Midlothian	473
Moray	3
North Ayrshire	
North Lanarkshire	621
Orkney Island	56
Perth and Kinross	300
Renfrewshire	203
Scottish Borders	848
Shetland Island	274
South Ayrshire	292
South Lanarkshire	840
Stirling	289
West Dunbartonshire	164
West Lothian	92
TOTAL	12,587

Source: Council Submissions

OP1b - Number of businesses assisted by Business Gateway activities (2012/13)

Council Area	Business Start ups Supported
Aberdeen City	471
Aberdeenshire	529
Angus	201
Argyll & Bute	114
City of Edinburgh	1105
Clackmannanshire	115
Dumfries & Galloway	407
Dundee City	303
East Ayrshire	182
East Dunbartonshire	174
East Lothian	142
East Renfrewshire	131
Eilean Siar	47
Falkirk	302
Fife	635
Glasgow City	937
Highland	215
Inverclyde	148
Midlothian	121
Moray	123
North Ayrshire	228
North Lanarkshire	550
Orkney Islands	44
Perth & Kinross	264
Renfrewshire	343
Scottish Borders	210
Shetland Islands	22
South Ayrshire	214
South Lanarkshire	498
Stirling	232
West Dunbartonshire	196
West Lothian	374
Unallocated	41
Total	9,618

Source: Business Gateway National Unit, CoSLA

Business Interventions			
Council Area	Start-up Advisory Services⁸⁹	Growth Advisory Services⁹⁰	Local Advisory Services⁹¹
Aberdeen City & Shire	394	141	69
Argyll & Bute	3	9	165
Arran & Cumbrae	0	73	62
Ayrshire	85	68	61
Borders	35	11	241
Dumfries & Galloway	28	8	12
Dunbartonshire	114	41	6
Edinburgh & Lothians	208	336	0
Eilean Siar	0	18	132
Fife	68	43	278
Forth Valley	74	92	324
Glasgow	86	176	154
Highland	3	40	267
Lanarkshire	114	192	91
Moray	27	47	178
Orkney Islands	2	8	90
Renfrewshire	165	62	1
Shetland Islands	4	3	24
Tayside	205	71	266
Total	1,615	1,439	2,421

Source: Business Gateway National Unit, CoSLA

Council Area	Enquiries Processed
Aberdeen City & Shire	3,048
Argyll & Bute	740
Arran & Cumbrae	100
Ayrshire	2,185
Borders	875
Dumfries & Galloway	1,314
Dunbartonshire	1,576
Edinburgh & Lothians	6,673
Eilean Siar	324
Fife	2,347
Forth Valley	1,645
Glasgow	4,431
Highland	1,939
Lanarkshire	3,952
Moray	1,060
Orkney Islands	269
Renfrewshire	2,592
Shetland Islands	170
Tayside	3,515
Unallocated	10,454
Total	49,209

Source: PeopleSoft CRM (Business Gateway & Scottish Enterprise)

⁸⁹ A number of start-up clients received more intensive one-to-one support as part of the higher growth start-up services delivered – the combined total of the contract outputs for higher growth was 1,615 across Scotland. Clients may be segmented once or twice within these higher growth start-up services, so the figures are the 'total' number of outputs recorded, not total number of clients.

⁹⁰ As part of Business Gateway's Growth Advisory Service, – the combined total of the intensive one-to-one contract outputs for growth was 1,439 across Scotland. As clients move through this growth portfolio over a period of time, clients have the potential to be segmented more than once under the growth service, so the figures are the 'total' number of outputs recorded, not total number of clients.

⁹¹ Introduced on 1st October 2012, the combined total of the local service contract outputs for the six month period to end March 2013 for local services was 2,421 across Scotland.

OP1c - Number of businesses assisted to trade outwith Scotland (2012/13)

Council Area	Businesses Assisted
Aberdeen City	283
Aberdeenshire	
Angus	23
Argyll and Bute	
City of Edinburgh	
Clackmannanshire	
Dumfries and Galloway	27
Dundee City	9
East Ayrshire	1
East Dunbartonshire	6
East Lothian	0
East Renfrewshire	1
Eilean Siar	
Falkirk	26
Fife	73
Glasgow City	23
Highland	
Inverclyde	
Midlothian	39
Moray	
North Ayrshire	
North Lanarkshire	
Orkney Island	
Perth and Kinross	30
Renfrewshire	
Scottish Borders	
Shetland Island	19
South Ayrshire	24
South Lanarkshire	4
Stirling	
West Dunbartonshire	1
West Lothian	
TOTAL	589

Source: Council Submissions

**OP2 - Unemployed People Assisted into work from Council Funded/Operated
Employability Programmes (2012/13)**

Council Area	People Assisted
Aberdeen City	
Aberdeenshire	173
Angus	250
Argyll and Bute	485
City of Edinburgh	861
Clackmannanshire	210
Dumfries and Galloway	297
Dundee City	1,196
East Ayrshire	360
East Dunbartonshire	206
East Lothian	
East Renfrewshire	242
Eilean Siar	54
Falkirk	509
Fife	999
Glasgow City	5,396
Highland	159
Inverclyde	701
Midlothian	216
Moray	106
North Ayrshire	1,019
North Lanarkshire	1,625
Orkney Island	
Perth and Kinross	225
Renfrewshire	511
Scottish Borders	18
Shetland Island	9
South Ayrshire	409
South Lanarkshire	1,741
Stirling	72
West Dunbartonshire	475
West Lothian	794
TOTAL	18,715

Source: Council Submissions

OP3 – Jobs Supported by Inward Investment Projects (2012/13)

Council Area	Jobs Supported
Aberdeen City	
Aberdeenshire	
Angus	186
Argyll and Bute	
City of Edinburgh	200
Clackmannanshire	25
Dumfries and Galloway	
Dundee City	
East Ayrshire	
East Dunbartonshire	4
East Lothian	
East Renfrewshire	
Eilean Siar	
Falkirk	
Fife	215
Glasgow City	979
Highland	
Inverclyde	10
Midlothian	
Moray	
North Ayrshire	
North Lanarkshire	
Orkney Island	
Perth and Kinross	
Renfrewshire	28
Scottish Borders	20
Shetland Island	
South Ayrshire	82
South Lanarkshire	
Stirling	
West Dunbartonshire	
West Lothian	
TOTAL	1,749

Source: Council Submissions

OP4 – Availability of Employment Land (2012/13)

Council Area	Total Land Designated for Employment Use	Immediately Available	% Immediately Available
Aberdeen City	395.6	183.4	46.4%
Aberdeenshire	628	29	4.6%
Angus	91.5	22.6	24.7%
Argyll and Bute	101.86		0.0%
City of Edinburgh	256.5	211.2	82.3%
Clackmannanshire	157.52	54.63	34.7%
Dumfries and Galloway		295.91	11.4%
Dundee City	646.7	138.9	21.5%
East Ayrshire	306.02	223.65	73.1%
East Dunbartonshire	123.9	29.2	23.6%
East Lothian	100.43	1	1.0%
East Renfrewshire	26.85	13.59	50.6%
Eilean Siar	96.76	64.45	66.6%
Falkirk	382.9	191.1	49.9%
Fife	303.53	45.91	15.1%
Glasgow City	1582.18	81.78	5.2%
Highland	3752		0.0%
Inverclyde	53.24	30.46	57.2%
Midlothian	175	124	70.9%
Moray	124.51	9.13	7.3%
North Ayrshire			
North Lanarkshire	625.29	161.19	25.8%
Orkney Island	119		0.0%
Perth and Kinross	463.48	161.4	34.8%
Renfrewshire	143	69	48.3%
Scottish Borders	318.7	37.3	11.7%
Shetland Island	208	208	100.0%
South Ayrshire	674.2	141.4	21.0%
South Lanarkshire	1317	46.15	3.5%
Stirling	82	16	19.5%
West Dunbartonshire	94.88	31.19	32.9%
West Lothian	612	119	19.4%
TOTAL	13962.6	2740.5	19.6%

Source: Council Submissions

OC1 – Gross Value Added - NUTS3 Regions (2011)

Headline GVA (2011)

Council Area	GVA (£million)
SCOTLAND	£108,098
Aberdeen City and Aberdeenshire	£14,950
Angus and Dundee City	£4,526
Caithness & Sutherland and Ross & Cromarty	£1,402
City of Edinburgh	£16,930
Clackmannanshire and Fife	£5,717
Dumfries and Galloway	£2,314
East Ayrshire and North Ayrshire mainland	£3,204
East Dunbartonshire, West Dunbartonshire and Helensburgh & Lomond	£2,911
East Lothian and Midlothian	£2,303
Eilean Siar	£397
Falkirk	£2,792
Glasgow City	£17,943
Inverclyde, East Renfrewshire and Renfrewshire	£5,477
Inverness & Nairn and Moray, Badenoch & Strathspey	£3,274
Lochaber, Skye & Lochalsh, Arran & Cumbrae and Argyll & Bute	£1,621
North Lanarkshire	£5,106
Orkney Island	£345
Perth & Kinross and Stirling	£4,324
Scottish Borders	£1,513
Shetland Islands	£540
South Ayrshire	£2,115
South Lanarkshire	£4,838
West Lothian	£3,554

GVA per head (2011)

Council Area	GVA per head
SCOTLAND	£20,571
Aberdeen City and Aberdeenshire	£31,944
Angus and Dundee City	£17,666
Caithness & Sutherland and Ross & Cromarty	£15,400
City of Edinburgh	£34,178
Clackmannanshire and Fife	£13,672
Dumfries and Galloway	£15,626
East Ayrshire and North Ayrshire mainland	£12,888
East Dunbartonshire, West Dunbartonshire and Helensburgh & Lomond	£13,179
East Lothian and Midlothian	£12,757
Eilean Siar	£15,219
Falkirk	£18,087
Glasgow City	£29,963
Inverclyde, East Renfrewshire and Renfrewshire	£29,963
Inverness & Nairn and Moray, Badenoch & Strathspey	£17,544
Lochaber, Skye & Lochalsh, Arran & Cumbrae and Argyll & Bute	£15,852
North Lanarkshire	£15,631
Orkney Island	£17,109
Perth & Kinross and Stirling	£17,996
Scottish Borders	£13,375
Shetland Islands	£24,017
South Ayrshire	£18,961
South Lanarkshire	£15,474
West Lothian	£20,542

Source: <http://www.ons.gov.uk/ons/rel/regional-accounts/regional-gross-value-added--income-approach-/december-2012/rft-gva-nuts3.xls>

OC2 – Gross Median Weekly Earnings (2012)

Council Area	Residence Based Earnings (£)	Workplace Based Earnings (£)
SCOTLAND	£498.30	£497.60
Aberdeen City	£548.00	£574.90
Aberdeenshire	£545.40	£499.10
Angus	£473.10	£437.00
Argyll and Bute	£462.00	£468.70
City of Edinburgh	£537.50	£536.80
Clackmannanshire	£459.20	£460.00
Dumfries and Galloway	£419.60	£400.00
Dundee City	£432.20	£483.30
East Ayrshire	£489.50	£489.00
East Dunbartonshire	£581.10	£488.70
East Lothian	£512.30	£472.10
East Renfrewshire	£593.40	£398.60
Eilean Siar	£438.30	£439.70
Falkirk	£479.80	£510.80
Fife	£499.30	£453.30
Glasgow City	£474.90	£501.70
Highland	£472.40	£460.40
Inverclyde	£451.50	£464.40
Midlothian	£454.60	£484.40
Moray	£453.40	£453.40
North Ayrshire	£459.20	£443.40
North Lanarkshire	£483.50	£494.00
Orkney Island	£480.90	
Perth and Kinross	£492.60	£458.10
Renfrewshire	£507.10	£532.40
Scottish Borders	£449.50	£402.70
Shetland Islands	£546.10	£536.60
South Ayrshire	£559.80	£500.00
South Lanarkshire	£505.50	£501.70
Stirling	£550.30	£551.60
West Dunbartonshire	£479.50	£475.00
West Lothian	£489.70	£478.10

Source: <http://www.sns.gov.uk/>

OC3 – Employment Rate 16-64 (2012/13)

Council Area	Employment Rate (2012/13)
SCOTLAND	70.6%
Aberdeen City	75.6%
Aberdeenshire	79.5%
Angus	72.8%
Argyll and Bute	71.7%
City of Edinburgh	73.1%
Clackmannanshire	64.4%
Dumfries and Galloway	68.0%
Dundee City	64.3%
East Ayrshire	67.6%
East Dunbartonshire	77.1%
East Lothian	73.9%
East Renfrewshire	72.5%
Eilean Siar	70.8%
Falkirk	74.1%
Fife	68.7%
Glasgow City	59.9%
Highland	73.6%
Inverclyde	66.9%
Midlothian	73.9%
Moray	79.6%
North Ayrshire	61.7%
North Lanarkshire	70.7%
Orkney Island	82.8%
Perth and Kinross	74.5%
Renfrewshire	70.8%
Scottish Borders	74.4%
Shetland Island	77.2%
South Ayrshire	69.3%
South Lanarkshire	74.5%
Stirling	69.1%
West Dunbartonshire	67.0%
West Lothian	73.0%

Source: <http://www.nomisweb.co.uk/>

OC4 – New Business Starts (2011)

Council Area	Births of New Enterprises (2011)	Start up rate per 10,000 Population	Start up rate per 10,000 16-64WA Population
SCOTLAND	16,940	32	51
Aberdeen City	1,215	55	82
Aberdeenshire	1,175	47	77
Angus	310	28	48
Argyll & Bute	260	29	50
City of Edinburgh	2,150	#REF!	#REF!
Clackmannanshire	135	27	43
Dumfries & Galloway	385	26	45
Dundee City	335	23	36
East Ayrshire	285	24	39
East Dunbartonshire	295	28	47
East Lothian	275	28	47
East Renfrewshire	295	33	55
Eilean Siar	80	31	53
Falkirk	420	27	44
Fife	915	25	41
Glasgow City	2,220	37	54
Highland	765	34	57
Inverclyde	195	25	40
Midlothian	200	24	40
Moray	210	24	40
North Ayrshire	310	23	38
North Lanarkshire	815	25	40
Orkney Islands	70	35	58
Perth & Kinross	485	32	54
Renfrewshire	475	28	45
Scottish Borders	315	28	48
Shetland Islands	65	29	47
South Ayrshire	340	30	52
South Lanarkshire	905	29	47
Stirling	340	37	60
West Dunbartonshire	185	20	33
West Lothian	515	30	47

Source: <http://www.ons.gov.uk/ons/rel/bus-register/business-demography/2011/index.html>

OC5 – Business Survival Rates (2011)

Council Area	Births of New Enterprises (2008)	Number of Businesses Surviving 3 years (2011)	3 Year Business Survival Rate (2011)
SCOTLAND	16,225	9,935	61%
Aberdeen City	935	620	66%
Aberdeenshire	1,045	760	73%
Angus	315	195	62%
Argyll and Bute	275	160	58%
City of Edinburgh	1,845	1,050	57%
Clackmannanshire	135	90	67%
Dumfries and Galloway	375	235	63%
Dundee City	325	190	58%
East Ayrshire	285	170	60%
East Dunbartonshire	310	195	63%
East Lothian	275	175	64%
East Renfrewshire	265	160	60%
Eilean Siar	90	55	61%
Falkirk	400	245	61%
Fife	980	585	60%
Glasgow City	2,075	1,110	53%
Highland	855	575	67%
Inverclyde	175	115	66%
Midlothian	165	110	67%
Moray	245	175	71%
North Ayrshire	335	220	66%
North Lanarkshire	810	460	57%
Orkney Island	55	35	64%
Perth and Kinross	475	305	64%
Renfrewshire	475	275	58%
Scottish Borders	375	245	65%
Shetland Island	50	40	80%
South Ayrshire	320	185	58%
South Lanarkshire	875	530	61%
Stirling	400	260	65%
West Dunbartonshire	180	110	61%
West Lothian	505	300	59%

Source: <http://www.ons.gov.uk/ons/rel/bus-register/business-demography/2011/index.html>

OC6 – Claimants in Receipt of Key DWP Benefits (2013)

Council Area	% 16-64 Population Claiming Key Benefits (Feb 2013)	% 16-64 Population Claiming Job Seeker's Allowance (Mar 2013)
Scotland	13.4%	4.1%
Aberdeen City	8.5%	1.9%
Aberdeenshire	6.2%	1.2%
Angus	10.3%	3.0%
Argyll and Bute	11.7%	3.6%
City of Edinburgh	10.4%	3.4%
Clackmannanshire	16.3%	5.3%
Dumfries and Galloway	12.3%	3.9%
Dundee City	17.3%	5.7%
East Ayrshire	16.7%	5.8%
East Dunbartonshire	8.5%	2.5%
East Lothian	10.8%	3.3%
East Renfrewshire	8.4%	2.4%
Eilean Siar	10.3%	3.0%
Falkirk	13.6%	4.5%
Fife	13.6%	4.7%
Glasgow City	20.1%	5.8%
Highland	10.3%	2.9%
Inverclyde	19.1%	5.4%
Midlothian	12.8%	4.1%
Moray	9.0%	2.4%
North Ayrshire	18.2%	6.6%
North Lanarkshire	16.8%	5.3%
Orkney Islands	6.9%	1.4%
Perth and Kinross	9.2%	2.3%
Renfrewshire	15.4%	5.0%
Scottish Borders	10.4%	3.2%
Shetland Islands	6.9%	1.5%
South Ayrshire	14.2%	4.5%
South Lanarkshire	14.6%	4.5%
Stirling	10.5%	3.2%
West Dunbartonshire	19.2%	6.4%
West Lothian	13.5%	4.3%

Source: <http://www.nomisweb.co.uk/>

OC7 – Percentage of 16-64 Population with No Qualifications (2012)

Council Area	Percentage of people with low/no qualifications (2012)
SCOTLAND	13.0%
Aberdeen City	11.5%
Aberdeenshire	10.9%
Angus	13.7%
Argyll and Bute	10.9%
City of Edinburgh	6.7%
Clackmannanshire	12.9%
Dumfries and Galloway	14.2%
Dundee City	16.3%
East Ayrshire	20.8%
East Dunbartonshire	8.6%
East Lothian	11.1%
East Renfrewshire	8.3%
Eilean Siar	10.1%
Falkirk	13.1%
Fife	11.8%
Glasgow City	18.7%
Highland	9.3%
Inverclyde	15.9%
Midlothian	14.0%
Moray	12.0%
North Ayrshire	16.9%
North Lanarkshire	19.0%
Orkney Island	8.9%
Perth and Kinross	8.9%
Renfrewshire	12.3%
Scottish Borders	12.6%
Shetland Island	8.9%
South Ayrshire	13.7%
South Lanarkshire	12.1%
Stirling	11.8%
West Dunbartonshire	16.9%
West Lothian	12.4%

Source: <http://www.scotland.gov.uk/Resource/0041/00416687.xlsx>

OC8 – Carbon Dioxide Emissions per Capita (2011)

Council Area	Carbon Dioxide Emissions per Capita (tonnes)
SCOTLAND (average)	6.47
Aberdeen City	6.63
Aberdeenshire	7.3
Angus	6.84
Argyll and Bute	7.29
City of Edinburgh	5.8
Clackmannanshire	8.93
Dumfries and Galloway	8.36
Dundee City	5.9
East Ayrshire	5.84
East Dunbartonshire	4.89
East Lothian	6.08
East Renfrewshire	4.74
Eilean Siar	7.15
Falkirk	6.73
Fife	6.8
Glasgow City	5.23
Highland	9.1
Inverclyde	5.41
Midlothian	5.39
Moray	8.72
North Ayrshire	7.24
North Lanarkshire	5.86
Orkney Island	7.88
Perth and Kinross	8.16
Renfrewshire	5.83
Scottish Borders	7.62
Shetland Island	8.06
South Ayrshire	7.05
South Lanarkshire	5.31
Stirling	8.33
West Dunbartonshire	5.53
West Lothian	6.15

Source: <https://www.gov.uk/government/publications/local-authority-emissions-estimates>

OC9 – Town Vacancy Rate (2012/13)

Council Area	Estimated Units in Town Centre	Vacant/Void	Vacancy Rate
Aberdeen City	889	72	8.1%
Aberdeenshire	946	38	4.0%
Angus	436	68	15.6%
Argyll and Bute			
City of Edinburgh	3,343	224	6.7%
Clackmannanshire	221	21	9.5%
Dumfries and Galloway			
Dundee City	623	91	14.6%
East Ayrshire	347	49	14.1%
East Dunbartonshire	403	31	7.7%
East Lothian	683	37	5.4%
East Renfrewshire	376	18	4.8%
Eilean Siar	90	5	5.6%
Falkirk	633	69	10.9%
Fife	1,489	236	15.8%
Glasgow City	3,343	394	11.8%
Highland			
Inverclyde	820	92	11.2%
Midlothian	650	41	6.3%
Moray	577	55	9.5%
North Ayrshire			
North Lanarkshire	1,460	175	12.0%
Orkney Island	177	10	5.6%
Perth and Kinross	842	79	9.4%
Renfrewshire	1,225	256	17.3%
Scottish Borders	1,088	124	11.4%
Shetland Island	134	7	5.2%
South Ayrshire	1,306	181	13.9%
South Lanarkshire	796	79	9.9%
Stirling	487	58	11.9%
West Dunbartonshire	397	49	12.3%
West Lothian	946	84	8.9%
TOTAL	24,727	2,643	10.4%

Source: Council Submissions

APPENDIX 3 – LINKS TO KEY DOCUMENTS

[SLAED Indicators Framework Guide](#)

[Data Return Form](#)

[Frequently Asked Questions](#)