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A Message from the Chair...

As 2022 draws to an end, it marks another year of a plethora of activities and interventions delivered by Economic Development Services across all 32 local authorities to the benefit of communities, businesses and individuals. Some examples are outlined in this newsletter.

Service delivery has been set in the context of huge external challenges such as the cost of living and cost of doing business crises, coupled with the ongoing squeeze on Local Government budgets, supply chain impacts of EU Exit and continued unrest in Eastern Europe.

2023 is set to be another busy year for Economic Development Services, including the delivery of UK Shared Prosperity Fund Investment Plans until the end of March 2025, further to approval on 5th December 2022. To date, an announcement on the competitive bids to the UK Levelling Up Fund is still awaited.

I would like to wish all SLAED colleagues a happy and healthy festive season and all the best wishes for successful 2023.

- Isabel Bremner, SLAED Chair

SLAED Performance Group Update

Data is becoming more important as Local Authorities seek to make best use of their resources. The SLAED performance indicators allow Local Authorities to benchmark and improve service provision. In September, the group benefitted from a presentation from Scottish Government colleagues on the



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opposed to hard economic data alone. Pilot work has been carried out in Clackmannanshire and several other local authorities have expressed an interest. It is important that a collaborative approach is taken to avoid duplication of effort and to aim for consistency between local authorities.

Work continues to improve the suite of indicators and monitor them to ensure they remain relevant and are appropriate measures of Economic Development activity. Changes were made this year to the guidance on reporting available employment land, an area where concerns were raised over the wide variations in previous data. Economic Development within Local Authorities evolves and the group has been consulting and working to make sure activity is captured that demonstrates the range of work carried out by Local Authorities across Scotland.

The SLAED Indicators Report 2021–22 will be published in January 2023.



Subsidy Control

Many of you will have attended one of the series of events recently run by the Department for Business, Energy and Industrial Strategy (BEIS). A reminder that the new UK Framework on subsidy control comes into effect on 4th January 2023. As part of this process BEIS had finalised its statutory guidance on subsidy control which can be accessed via the following link:

<https://www.gov.uk/government/publications/uk-subsidy-control-statutory-guidance>

An important point to note is that any award in excess of £100,000 requires to be registered on the UK Subsidy Database.

Tackling Child Poverty Workshop

The new child poverty delivery plan for 2022 – 26 – [Best Start, Bright Futures](#) – highlights the need for a whole systems approach to tackling child poverty, especially in relation to *Providing the opportunities and integrated support parents need to enter, sustain and progress in work.*



Over 170 Scottish and Local Government officers from Child Poverty, Employability and Early Learning and Childcare workstreams joined forces at a workshop organised by the Improvement Service and SLAED People Group earlier this month. Supporting families out of poverty through sustainable, fair work was top of the agenda, with updates on Scottish Government policy, presentations from the Dundee Pathfinder, sharing good practice on involving service users in service design from Making it Work for Families in Fife, alongside

The lived experience panel from One Parent Families Scotland gave valuable insight into the very real barriers facing parents as they start the journey towards work and helped to set the scene for the breakout sessions where officers considered how joined-up employability and other support services were in their area.

Future workshops are being planned in the new year to look at a whole systems approach to tackling child poverty. For further information contact [Susie Donkin](#) or [Hanna McCulloch](#) at the Improvement Service.



North Ayrshire Council Hosts Scotland's First Community Wealth Building Conference

On Friday 7 October 2022, Scotland's first Community Wealth Building Conference was held at Saltcoats Town Hall in North Ayrshire. The in-person event brought together over 100 economic practitioners and policy-makers from across Scotland to hear about CWB and the approach taken in North Ayrshire.

Mr Tom Arthur, MSP for Public Finance, Planning and Community Wealth attended the conference and spoke of the Scottish Government interest in CWB and praised the work being done in North Ayrshire and Ayrshire.

In addition to input from North Ayrshire Council officers and Anchor partners directly involved in CWB, a number of economic practitioners delivered presentations on their valuable experiences and held Q&A sessions, making for a lively, engaging and inspiring event. Guests and speakers included:

- A video recording by Ted Howard, Co-Founder and President of the Democracy Collaborative
- Stewart Macgregor, Specialist – Inclusive Models, Scottish Enterprise
- Sarah Deas, Wellbeing Economy Alliance
- Sarah McKinley, Democracy Collaborative
- Stuart MacDonald, Centre for Local Economic Strategies
- Calum Iain MacIver, Comhairle Nan Eilean Siar
- Artemis Pana, Scottish Rural Action
- Neil McInroy, Democracy Collaborative

There were a number of stalls showcasing key CWB projects, allowing attendees to engage directly with officers as well as providing opportunity for wider networking and sharing ideas. The conference also included the premiere of a new [CWB film](#) showcasing how CWB

[Find out more about CWB in North Ayrshire](#)

[A day in the life of a young person in North Ayrshire](#)

[Ayrshire Growth Deal Community Wealth Building Programme](#)

Twitter: @NAC_Economy

Local Economic COVID Recovery Funding Boosts Start-ups in Aberdeenshire



A new start-up grant scheme created by Aberdeenshire Council utilises money from the Scottish Government's Local Economic COVID Recovery funding. Grants of £1,000 and £3,000 are available to new Aberdeenshire based businesses. Businesses are required to be engaged within the Business Gateway service and have an advisor to access the funding. Individuals will be supported to not only launch businesses but also have the opportunity to grow within the region and beyond. The north-east has seen great start-up successes and the region's resilience and mindset is testament to that. Starting a business has huge barriers but equally can produce great results. This fund will help reduce the barriers to opening a business, provide the support packages to aid economic benefits within the area and also support people who are out of work and looking to set up their business. The start-up grant is a great way to attract businesses into the support ecosystem, giving them access to business advice and a network that will improve their chances of long-term success.

There can be no doubt that the past couple of years have been hugely challenging for our businesses. However, there are many who are embracing new opportunities and adopting different approaches to trading. This funding programme provides support to new businesses in Aberdeenshire to help them to realise their dreams.

Further information can be found [here](#).



Iona Jewellery Business set to Expand into International Markets Following Business Gateway Support

A jewellery design and manufacturing business is successfully developing its online presence and is set to expand into international markets after receiving advice, support, and signposting to funding from [Business Gateway](#).

Based on the Isle of Iona, Aosdàna designs and manufactures contemporary jewellery with a Celtic influence. Having operated successfully for almost two decades, most of Aosdàna's sales were generated from its gallery on the island, where some of the jewellery ranges are also designed and made. However, like many other small businesses, pandemic closures and subsequent travel restrictions meant the main source of income dwindled. During this time, business-owner Mhairi, together with award-winning jewellery designer g jewellery designer Maeve Gillies, won an Innovate UK award

Mhairi approached Business Gateway for support and guidance on how to reach a wider audience and generate global sales for the new range, the Kist o' Ritchies. Through Business Gateway, Mhairi received 1:1 support from a dedicated business adviser, as well as advice on funding, a strategic review of her business, and signposting to a wider network. With this guidance, Mhairi was able to develop a plan to lessen the dependence on her physical shop and increase her online presence. Support from Business Gateway led to Mhairi receiving a Small Business Development Grant from Argyll and Bute Council. This funding has been essential for professional product photography, which will help get the new range online as soon as possible. The product imagery will feature online and on social media.

Mhairi Killin, Founder, Aosdàna, said: "Support from Business Gateway has been so beneficial. Not only has their assistance helped me re-evaluate my business strategy, but it has also allowed me to invest in strong product photography for my website, which will help me greatly when launching into international markets later this year. I can't thank Business Gateway enough for their ongoing support."

Step Up to Net Zero



A new Step Up to Net Zero initiative has been launched to support Glasgow businesses in their efforts to reach net zero through the funding of four-month work placements. Delivered by Glasgow Chamber of Commerce in partnership with Glasgow City Council, the project aims to help the city reach its net zero ambitions and provide employability support for Glasgow's workforce. Linked to the Glasgow Green Deal mission launched during COP26, the programme has been designed to demonstrate ways the city can meet the challenge of building a sustainable, circular economy in the face of the climate emergency.

The net zero transition offers a significant opportunity to develop Scotland's future economy and, given Glasgow's target to become net zero by 2030, businesses will play a key part in meeting this goal. To do so, Glasgow businesses must adapt and innovate and Step Up to Net Zero offers the chance for businesses to kickstart their journey. Step Up to Net Zero can support businesses looking to explore their net zero opportunities; adopt circular economy principles; or work towards decarbonisation ambitions; whether the business is at the beginning of its sustainability journey; needing more direction to create change; or seeking guidance to break down barriers.

To be eligible for Step Up to Net Zero, businesses must have a Glasgow City Council postcode, have the capacity to host a participant on placement for four months, and be willing to implement the recommendations set out in the Action Plan and support the placement participant in progressing the Action Plan. The programme is open to people of any age however, the initiative is looking to support people from three key groups: those who are returning to the work environment; individuals who have recently graduated; those who are currently working but looking for a career change.



Forever Edinburgh: The Story Never Ends Campaign (Winter '22 Phase)

Forever Edinburgh's *The Story Never Ends* campaign entered its fourth and final phase in October. To date, the campaign has delivered incredible results with nearly all channels delivering above market average. [The Story Never Ends](#) microsite has inspired 500k visitors with bespoke blogs generating 42.3k business referrals - hundreds of thousands more across the website. Campaign videos were viewed 2.7million times with 462k complete views.

[Resident Rewards Edinburgh](#), which launched December '21, has also been a success with the Resident Rewards website welcoming 121k visitors and generating 12k business referrals. The final phase of this campaign launched on 1 October 2022 and will promote Edinburgh to domestic inbound leisure visits via a series of winter themes. These are Dark Edinburgh, Entertaining Edinburgh - Winter Sparkles, New to Edinburgh in 2023, and Evenings in Edinburgh. We have also taken learnings from the summer phase and will optimise the top performing summer themes including Edinburgh's Neighbourhoods and Fame and Fortune.

See the full campaign overview [here](#).

NHS Drone Delivery Service Trials Begin in Angus

A new on-demand drone collection and delivery service is being trialled in Angus by Scotland's first drone port, Mercury Drone Ports and NHS Tayside. The new Beyond Visual Line of Sight trials will transport medical equipment, samples and medicine via an unmanned aircraft to and from local healthcare facilities and the pathology laboratory at Ninewells Hospital, Dundee.

Receiving funding from the UK Government's £26.5 million Angus Fund, part of the Tay Cities Region Deal, Mercury Drone Ports is a public-private partnership between Angus Council and DTLX, supported by a number of local and national businesses.

The drone flights will be operated by Skyports Drone Services. Skyports Flight Operations Manager, Alistair Skitmore, said: "Our work with Mercury Drone Ports in Angus represents an exciting step towards realising permanent drone operations across Scotland. The team is excited to operate trial flights across the region to demonstrate the role that eVTOL drones can play in a more sustainable, efficient, and connected future.



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Scotland, which currently has planning permission in principle for a mixed-use business park. The hub along with the drone port, forms part of Angus Council's long-term plans to drive sustainable development and create renewable solutions for transportation and energy across Angus and the Tay Cities region.



South Lanarkshire Council Business Collaborations

An Economic Development Officer at South Lanarkshire Council has designed and led on an innovative project designed to promote two top-class local Food and Drink sector businesses - What's Fresh and Biggar Gin, through E3 Hub South Lanarkshire and South Lanarkshire College. These have excellent facilities, students and staff, including chefs Paul Devenny and Helen Vass, who was a previous winner of the BBC's Great British Bake-Off! The result has been the production of 2 fantastic promotional videos, directed and produced by E3 Hub South Lanarkshire.

Both What's Fresh and Biggar Gin are currently members of Scotland Food and Drink, as well as Lanarkshire Food and Drink group, Lanarkshire Larder. Scotland Food and Drink, South Lanarkshire Council and North Lanarkshire Council provide funding towards Lanarkshire Larder.

South Lanarkshire Council is encouraging the sharing of these videos to promote the businesses and local organisations.

What's Fresh: <https://youtu.be/vRMyHictNOg>

Biggar Gin: <https://youtu.be/G7XGdb5dg9s>

Fraserburgh Beach Vision & Masterplan

Aberdeenshire Council has partnered with award-winning Scottish architectural planning consultants, Kevin Murray Associates, to work with the community to develop a new masterplan for the wider waterfront area in Fraserburgh.



Perhaps known best for its surfing waves, the beach is one of Fraserburgh's greatest assets. Extending from the town's centrally located harbour to the nature reserve at Water of Philorth, the beach area has the potential to contribute more to the local economy and positive health and wellbeing outcomes in the town.

The masterplan will explore what could be done to make the waterfront work harder for Fraserburgh, without compromising its special natural characteristics. Working with the community over the next year or so, the project will identify opportunities for change and improvement that are responsive to local and visitor needs. The masterplan will

Phase 1 of the project is now underway which is a series of deep dive engagement activities to establish views and ideas. This will be refined over the course of the coming months with the intention to present the town with some options in the summer of 2023.



Professional Development Success

In January 2022, 11 staff members from the Supported Employment Service at Fife Council started their Professional Development Award Level 7 in Supported Employment. By June 2022, they all passed their final assessment and will be heading off to a Graduation Event in Glasgow in November.

The group participated in weekly remote sessions with New College Lanarkshire, learning more about the underpinning ethos, principles and practice associated with the Supported Employment Framework. The framework is a five-stage pathway to work for people who experience disabilities, health conditions and other disadvantages that might hold them back from finding and sustaining paid employment. It was ratified by the Scottish Government and CoSLA in 2010 following an intense consultation with professionals in the field, practitioners and people who use services.

Angela Hamilton, Team Manager of Supported Employment Service said,

“It’s hard enough doing the day-to-day job without also having to undertake study at this level. I take my hat off to the staff who persevered and supported each other to achieve recognition for their professional standards in Supported Employment. We’ve been at the forefront of providing and influencing employability services for people with disabilities for over 40 years and this collective staff achievement shows we continue lead in this field.”

Shetland Islands Council Employability Pathway

Shetland Islands Council's Employability Pathway had 61 new registrations and 135 active participants between September 2021 – August 2022. This includes 43 people going into a positive destination and 62 people gaining an accredited qualification. All participants on the pathway experience remote and rural life as a barrier and, in Shetland, isolation is one of the biggest factors negatively affecting mental health. The Employability Service recognises the 5-stage pathway and the importance of achieving success in the 4-stages prior to work and has a Community Learning and Development based-practice team. Due to the service sitting within the Children Services directorate, it also operates in accordance with the



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This year has seen an increase in the number and type of events offered to participants following the success of a Covid-recovery event programme last year. The ability to re-integrate into society, to communicate with others and work collaboratively are skills, which can seem challenging or daunting when you have experienced isolation and financial deprivation. The service offers outdoor activities whereby a cross-section of the community collocates with industry experts to push their own expectations and that of others to the limit. This year saw a group of strangers with a multitude of barriers including poor mental health, lone parents, previously looked-after child, someone experiencing social and domestic abuse come together to explore the shoreline and cliffs of Lerwick and surrounding Bressay Island. The group had three different languages being spoken and ages ranging from 17-54. For one individual, this was the first time they have left their house since April 2020. Working with an Occupational Therapist Specialist and employability Support worker team he has now gained a higher in human Biology and English.



Support for Businesses to go Green now Available in Glasgow

Glasgow City Council has launched a [Green Business Support](#) programme to help local companies transition to Net-Zero, reduce energy costs and become more resilient to climate change.

The programme, which is part-funded by the UK Shared Prosperity Fund, consists of two elements - Green Business Grants, and advice and support. It is part of the work of the Glasgow Green Deal, a nine-year mission to transform the city's economy to tackle the climate and ecological emergency.

The Green Business Grant, which is available up to a value of £10,000 to local SMEs and Social Enterprises who can provide 50% match-funding, is targeted at activities which address both the cost of living and climate crises, such as energy efficiency, renewables, active travel and waste management.

In addition, the council is supporting a wider programme of advice and guidance to support businesses on their journey to net zero. This will see the council partnering with a range of organisations to enhance the breadth and depth of support to businesses on their journey and will build on 'Step up to Net Zero' programme funded by Glasgow City Council and delivered by Glasgow Chamber of Commerce.

Finally, alongside the mainstream advice, Glasgow City Council has also funded a pilot to develop SME support on resilience to the impacts of climate change. The pilot will see the council working with sustainability charity Sniffer to test a variety of approaches to identify which are most effective and scale them up in future rounds of business support.

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is available at: www.glasgow.gov.uk/greenbusinesssupport.



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