Edinburgh and South East Scotland City Region Deal Elected Members Oversight Committee - Workshop

10am, Friday 21 May 2021

Regional Prosperity Framework – Consultation Draft

Item number

Executive Summary

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Report

Regional Prosperity Framework – Consultation Draft

1.   Recommendations

1.1   It is recommended that Members of the Elected Member Oversight Committee:

1.1.1   Review the latest version of the Consultation Draft 'Regional Prosperity Framework' (previously the 'Regional Growth Framework') at Annex 1;

1.1.2   Consider and agree any amendments they want to make to the draft consultation document;

1.1.3   Consider and agree the approach to awareness raising; engagement; consultation and duration;

1.1.4   Consider naming options for the document, and the recommended option 'Regional Prosperity Framework';

1.1.5   Consider options for theme names, and the recommended option 'Innovative; Resilient; and Just (previously Smart; Adaptable; and Flourishing); and

1.1.6   Note the remaining governance milestones and timeline to decision set out in this report.

2.   Background

2.1   The decision to prepare a 'Regional Growth Framework' was taken in September 2019, prior to COVID-19 and the United Kingdom's exit from the European Union. Ambitions and action on climate change have also intensified and come more to the fore, with COP26 also due to take place later this year. In a very short period of time there has been significant change in the world that has impacted and will continue to impact our regional economy and our way of life in an unprecedented way.

2.2   Our response to these factors is on-going, and the timeline for recovery and nature of renewal is still uncertain. Developing a Regional Framework in this context is challenging. The direction of all strategic policy, strategy and associated interventions is adapting to, and is rapidly being shaped by, these wider circumstances. Our regional ambitions now need to address pre-existing issues as well as current and future challenges and opportunities. We need to be flexible and adaptable in how we collaborate and plan for the future, and our circumstances may rapidly change again.

3. Main report

3.1 The Consultation Draft 'Regional Prosperity Framework' has been developed in a consultative and collaborative way with strategic input from the Regional Enterprise Council and Elected Member Oversight Committee. At this stage, it aims to provide a framework for wider stakeholders to reflect on where the region has come from, to discuss where it is now, and to envision where it should go in future. It also sets out the new ways of working required to deliver regional prosperity.

3.2 The Consultation Draft 'Regional Prosperity Framework' signposts, but does not present a fixed view of, the region's future priorities. It sets out to engage people and to stimulate thoughts, ideas, opinions and, importantly, consultation responses, on how the main challenges and opportunities should be addressed, pursuant to the identification of a preferred way forward.

3.3 Following the consultation, the final version of the document will change as a result of responses received. It will also be shaped by the strategic context as it evolves over time, to ensure a strategic fit is achieved, including with the upoming Programme for Government.

3.4 In the circumstances, this approach is considered the most appropriate, timeous and productive way to seek to secure broad alignment on the 'what, why, who, how, where and when' that will be needed in order to realise the region's full potential.

3.5 In the context of the above, Members are invited to consider the revised version of the Consultation Draft 'Regional Prosperity Framework' at Annex 1, and to identify any further changes or additions they may seek before the document is presented to the Joint Committee in early June.

Governance Milestones and Timeline to Decision

3.6 Director's previously agreed a programme to prepare a Consultation Draft Regional Growth (now Prosperity) Framework. The intention of the programme is to seek Joint Committee approval on the Consultation Draft 'Regional Prosperity Framework' on the 4 June 2021. This programme has the remaining milestones:

Table 1: Regional Prosperity Framework Governance Milestones and Route to Decision	
Date	**Action**
21st May	EMOC WORKSHOP – Agree modifications to Finalised Consultation Draft Prosperity Growth Framework
24th May	Make Changes arising from Executive Board and EMOC Workshop to Finalised Consultation Draft Regional Prosperity Framework
24th May	Circulate to Finalised Consultation Draft Regional Prosperity Framework to Leaders on 28th May
31st May	Circulate Finalised Consultation Draft Regional Prosperity Framework to Joint Committee 04th June
04th June	Joint Committee Decision

Table 1 – Regional Prosperity Framework Governance Milestones and Route to Decision

Approach to Consultation and Duration

3.7 It is proposed that a 6-week public consultation take place with the online publication of the document and associated consultation questions going live on the 7 June 2021 and the consultation closing on 19 July 2021.

3.8 The Consultation RPF will be published on one of the local authority partners e-consult platforms with links to the City Region Deal website and partner websites.

3.9 Engagement with the City Region Deal Communications Group will seek to raise awareness of the consultation and for necessary communications, social media and press releases to be organised.

3.10 A summary of proposed activity is provided below:

- Online document with questions and space for answers;
- Press release;
- Social media activity across partner websites;
- Letter/email asking partners, key stakeholders and the Regional Enterprise Council to engage and promote the consultation amongst networks (an initial list is available in appendix 3);
- Email to those signed up for City Region Deal news; and
- Targeted events with Chamber of Commerce, Third Sector Interface, FE/HE consortium and Federation of Small Businesses (subject to resources).

3.11 Consideration may also be given to the following activities:

- Launch event with speakers and select audience to publicise the consultation document, need for engagement and promotion of regional collaboration.
- Video interviews with Regional Enterprise Council Members – to promote engagement with specific sectors.
- Introductory video (using images and a voiceover) to explain the background and key content and consultation questions.

3.12 Consultation feedback will be captured, and the Regional Prosperity Framework updated to reflect this input. It is expected that the final version will be presented to the Joint Committee on 3 September 2021. It will then be subsequently ratified by each of the six local authority partners at an appropriate Committee.

Naming Options for the Document

3.13 As the Consultation Draft 'Regional Growth Framework' was being developed, a number of participants in the process, including members of the Regional Enterprise Council and the Elected Member Oversight Committee, questioned whether the word 'growth' was the most appropriate term to use in the title of the Regional Framework. A number of reasons for this were cited, but overall the view was the document should communicate a more rounded appreciation of its context and articulation of its purpose and objectives. In response to this, a number of renaming options have been considered and these are summarised in Appendix 2. From these options, it is recommended by the Thematic Leads Group that "Regional Prosperity Framework" is agreed as the new document title. This recommendation has been included in the latest version of the updated Framework, but this remains for consideration and can revert, or change again.

Naming Options for the Key Themes

3.14   The consultation to develop the draft, and most particularly the recent Elected Member Oversight Committee meeting of 16 April 2021, brought focus to the names of the themes used in the document: *Adaptable*; *Smart*; and *Flourishing*.

3.15   It was suggested that these could be renamed to better reflect the circumstances of the region and the specific post-COVID context as follows:

- *Smart* has been renamed to *Innovative*
- *Adaptable* has been renamed to *Resilient*
- *Flourishing* has been renamed to *Just*.

3.16   The recommended new themes have been used throughout the updated document, but again this remains a proposal, upon which input is sought from Members.

Update on Consultant Appointment

3.17   The tender invitation is closed on 28 April with two submissions. A consensus meeting took place on 5 May.

3.18   It is intended that the contract will formally commence on 26 May 2021, for a period of up to 7 months.

4.   Financial impact

4.1   Work has been undertaken to date by the Thematic Leads Officer Group.

4.2   Consultancy support will be paid for by monies received from Scottish Government and £30k SESplan rebate carried over into this financial year

5.   Alignment with Sustainable, Inclusive Growth Ambitions

5.1   The Regional Prosperity Framework builds on the City Region Deal ambitions of delivering inclusive growth and seeks to deliver a holistic economic framework that will provide the basis for economic recovery post-pandemic and future direction for major projects and investment that support inclusive growth and transition to a net zero carbon economy over the next 20 years.

## 6. Background reading/external references

6.1   Regional Growth Framework Update – EMOC - 16 April 2021.

7. Appendices

7.1   Appendix 1 – Regional Prosperity Framework – Draft Consultation Document
7.2   Appendix 2 - Regional Growth Framework – Document Rename Options Assessment
7.3   Appendix 3 – Draft stakeholder list for distribution and targeting of Regional Prosperity Framework Consultation document

Edinburgh and South East Scotland

Regional Prosperity Framework (2021 – 2041)
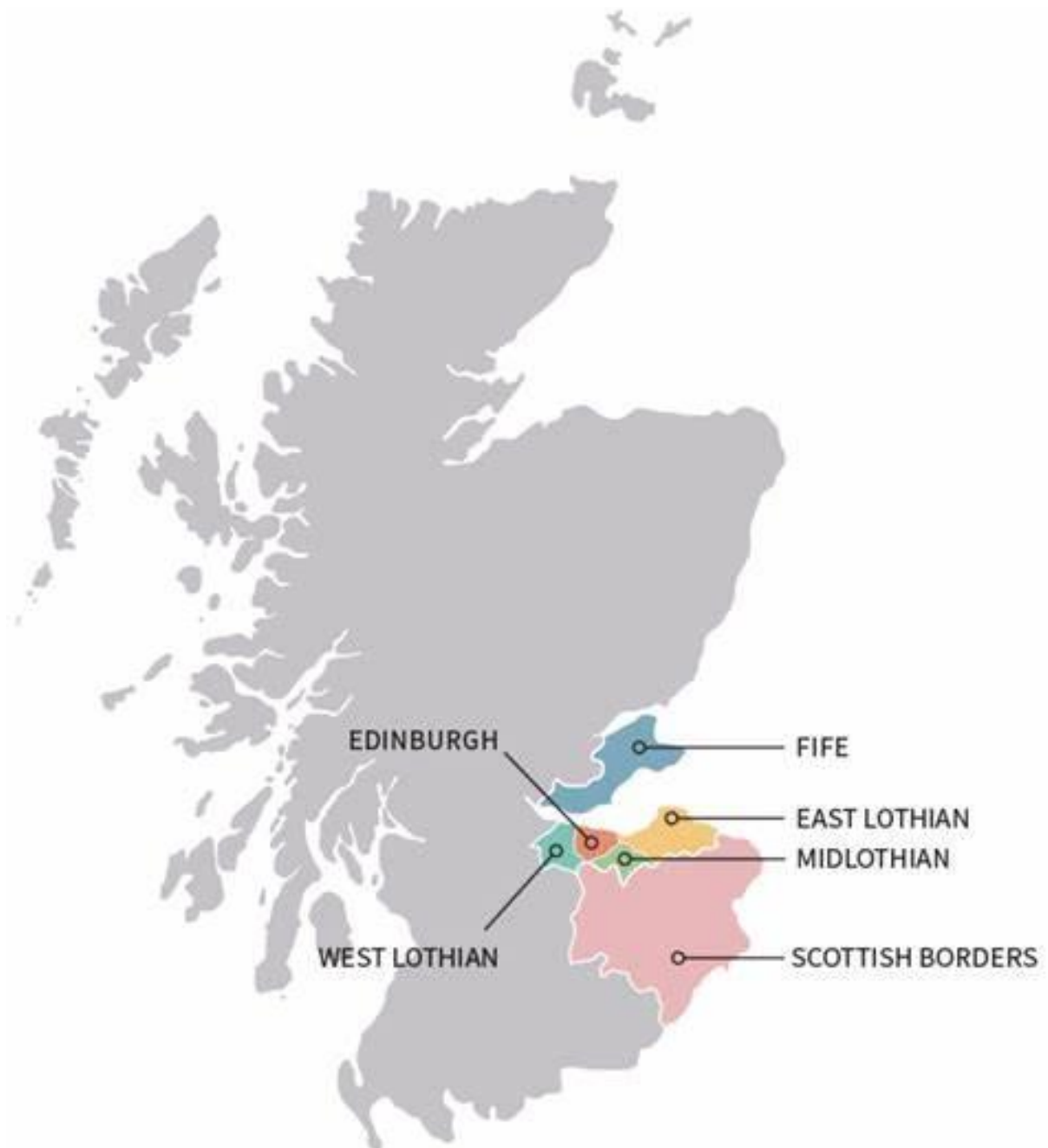
Consultation Draft – June 2021

CONTENTS

EXECUTIVE SUMMARY

To be added

FOREWORD - REGIONAL PROSPERITY FRAMEWORK

This consultation draft Regional Prosperity Framework has been published to seek views on shaping our future regional economy. This early draft has been published to stimulate debate and invite comments from you, to help to shape a finalised Framework.

The Framework is intended to be a document that articulates the long-term aspirational goals for Edinburgh and South East Scotland to **guide the future direction** of regional economic and wider policy across stakeholders. It seeks to set an ambitious **20-year vision** for the regional economy, up to 2041.

The region has always been a key part of, and of critical importance to, the Scottish economy. It was home to the Scottish Enlightenment where leading thinkers influenced and innovated global thinking across fields such as science, medicine, engineering, agriculture, botany, zoology, law, culture, philosophy and economics. We must lead and initiate change again. We have world-class resources, institutions and talent and, more than at any other period of recent history, need to utilise these in working together to address our challenges and opportunities in an integrated, sustainable and equitable way.

Building on the successful regional partnership that is delivering the £1.3bn Edinburgh and South East Scotland City Deal, the Framework aims to set out a broader, ambitious joint approach to regional collaboration. It seeks to identify how partners in the region can build on other significant investments, such as those supported through the City Region Deal to further improve the way the regional economy functions, particularly in a post COVID-19 environment. It has been developed with input from public, private and third sector organisations. It aims to address the region's challenges and opportunities to make Edinburgh and South East Scotland a better place to live, work, study, visit and invest for current and future generations.

The Framework will be non-statutory, but it will be a **public statement of Regional Collaboration, with a wide range of partners coming together to support an agreed vison, ambition and priorities** for Edinburgh and South East Scotland. To deliver the desired level of regional collaboration, we would ask that all those able to contribute to the growth of the region use the Framework to shape their own and other national, regional and local plans and strategies.

Recognising the significant changes that the region and Scotland as a whole face in the next few years, the Framework will be flexible and adaptable. As such, it will be subject to regular review and update over its lifetime, and parts of it will also be kept 'live' to take account of and to allow responses to very rapid change.

> **We want to hear from you on this Draft Version Regional Prosperity Framework**
>
> **This document is a consultative draft of the Regional Prosperity Framework. It outlines our collective early thoughts on the challenges and opportunities facing Edinburgh and South East Scotland in the years ahead and makes suggestions on the most appropriate focus of effort to maximise our impact and benefits for those who live and work in this region.**
>
> **This consultation document sets out a series of consultation questions seeking views and expertise from anyone with an interest in the region's future. Your responses will be used to assist the Regional Partners to shape a final version of the Framework, with the intention of having this in place later in 2021.**
>
> **The questions are set out in boxes like this. You do not have to respond to all the questions. If you have any other inputs or ideas that are not covered by the questions, this is welcome and can be included in the response to the final question.**

1. WHO ARE WE?

The Edinburgh and South East Scotland City Region comprises around xx% of the Scottish land mass and with a population of 1.4 million, around 26% of Scotland's population. It is also a key driver of the Scottish economy.

However, given the scale of the region, it is also a place of vast diversity. The circumstances and experiences of places are very different. This is true at the local authority level with marked differences, for example, between respectively the urban and rural contexts of City of Edinburgh and the Scottish Borders; attached as Appendix 3 is a summary of some of the unique characteristics of each of the 6 Council areas that make up the region. It is also true at the local level with significant differences between neighbouring places in the same localities.

This Framework has been developed by a range of organisations who recognise the significant benefits of coming together and working collaboratively to support the best possible future for the region. Key partners include the Edinburgh City Region Deal signatories (the six local authorities, together with regional universities, colleges and the Regional Enterprise Council, UK and Scottish Governments), as well as a range of other organisations with a key role in the Region such as Scottish Enterprise, South of Scotland Enterprise, Transport Scotland and SEStran.

2. WHY ARE WE WORKING TOGETHER?

Across Scotland and beyond, strategic collaborations are delivering additional benefits for their areas. In Edinburgh and South East Scotland, we are already work in a co-ordinated way and are now seeing clear benefits of our joint working through City Region Deal. To secure the best possible future for the region the public, private, voluntary and education sectors now see an opportunity to work more effectively to deliver greater collective impact. There is a lot that connects the different parts of the region, with interdependencies in areas including labour markets, housing markets, transportation and supply chains. The City can't succeed without the wider region and vice versa. Against this background, the Edinburgh and South East Scotland region, like other regions across Scotland, is facing a period of unprecedented challenge and opportunity.

We have a shared duty to address the interrelated challenges of climate change, sustainability, biodiversity loss, inequalities, health and well-being, and the need to create new jobs and businesses while enabling a just transition to a net zero carbon economy.

To face our current challenges, we need to rebuild our economy so that it supports:

- **People** – to access fair work, to learn and develop new skills and to live happy and healthy lives
- **Places** – that are sustainable, and attractive to live and work in and where enterprise thrives
- **Planet** – meeting our needs in a way that will allow future generations to meet theirs, with a focus on carbon reduction.

We need to do this against the backdrop of the UK's exit from the European Union (EU), and the global COVID-19 pandemic. We need to collaborate to enable a net carbon zero recovery and to address our shared and interrelated challenges. Business as usual is not an option, as the cost of inaction will be too great. We need to think globally, act locally, and meet our needs in a way that allows future generations to meet theirs.

Our next step, through the development of this Regional Prosperity Framework, is to agree common goals and to work together to achieve them. This will allow us to develop a shared understanding of how the region can make a more significant contribution the Scottish and UK economy, and highlight the important role each region, sector and organisation can play individually and collectively in realising the region's potential.

To achieve this the Regional Prosperity Framework will be used as a basis to guide and integrate public, private and third sector decisions, actions, collaborations, strategies, policies and investments across areas such as **sustainability, climate change, energy, transport, planning, housing, infrastructure, education, digital, services, equalities, well-being, economic development, procurement and delivery.**

3. HOW DID WE GET HERE?

Our Region before the UK Exit from EU and Covid-19

National economic growth, particularly in our region, tasked successive regional strategies to accommodate more development, population, households and demographic change. The pace and scale of this change, and our environmental and infrastructure opportunities and constraints, meant economic development had to be distributed across the whole region to meet overall growth requirements while aiming to share benefits.

Despite these plans, the delivery of growth and benefits have not been evenly spread. Some parts of the region continue to be among the mostly poorly performing parts of the country when measured according to conventional economic metrics such as GVA, while others have seen negative impacts from growth such as overheating housing markets, within the City and across the region there are stubborn pockets of economic under-performance, inequalities and deprivation.

Areas of deprivation often exist where industry has declined and has not been replaced, or where comprehensive development programmes of the past did not deliver mixed, sustainable communities, while other areas have never experienced sustained programmes of economic support. This mixed picture is also reflected in the strength of town centres across the region, with some more than others impacted by changing retail patterns, behaviours and trends, and out of centre retail locations, further compounding inequalities.

The region's outstanding higher education institutions are located in key strategic locations across the region, and its further education institutions serve their local communities. The 2016 BEIS-funded Science and Innovation Audit[1] highlighted the regional opportunity around data science and innovation. This was the foundation for the development of the Data-Driven Innovation (DDI) Programme, which set the differentiating vision for Edinburgh and South East Scotland as the **Data Capital of Europe**.

The Universities of Edinburgh and Heriot Watt in particular extended to locations on the southern and eastern edges of Edinburgh to create innovation clusters, enabling wider collaborations with the public and private sector to improve public and commercial service delivery. This supported growth of key data-driven innovation sectors, including public services, finance and fintech, insurance, artificial intelligence and robotics, and bio and life science, and agricultural innovation.

There has been notable growth in other key economic sectors such as services and freight and logistics, particularly beyond Edinburgh. Generally, though, the pattern has been a decline in traditional industries and reuse of former industrial sites for housing. Across the region many industrial premises are ageing and require adaptation or replacement to meet current and future needs.

Agriculture, horticulture, fishing, forestry and food and drink remain important regionally, with strong international reputations. Our tourism offer is genuinely world class but most activity is focused on Edinburgh city centre, putting a strain on infrastructure and assets. This has overshadowed the wider regional tourism offer and potential for linking our cultural, natural heritage and leisure tourism assets and workforce in a more compelling and integrated way.

House prices, particularly in areas within easy commute to central Edinburgh, are unaffordable to many. A number of key settlements across the region expanded significantly in response to housing need and mobile demand, but jobs did not follow. Employment density therefore remains low outside the City of Edinburgh. Housing demand, and prices, are high across the whole region, and there is a need to significantly increase the supply of affordable homes with a wider range of house types, sizes and tenures including mid-market rent and specialist housing. Too often though, new home building has not led to the sustainable communities which should have been delivered.

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[1] See Audit points to city and region's digital potential | The University of Edinburgh

Housing-led regeneration has been successful where aligned with wider interventions, programmes and investments, including job creation, skills development and training, but less so where such approaches were not followed. Access to land and funding for affordable housing delivery is and will be a significant factor in influencing where people can live, and if and how they can access opportunities and amenities in future.

Whilst the growth of the region has brought much success, in-commuting and greenhouse gas emissions have increased. There is more pressure on infrastructure and services. Inequalities remain, and in some places are widening. Well-being, accessibility, connectivity and productivity could be improved. There are high levels of transport poverty across the region, even pockets in Edinburgh (please refer to the Transport Poverty Map in Appendix 2), reflecting the high cost of transport, poor connectivity, which all contribute to the reliance on the private car exacerbating the barriers to employment, training and education. The Under 25's are disproportionately affected by the barriers with a higher reliance on public transport to make journeys across the region.

The extent to which we can adapt and be more resilient and successful in future will depend on how well we transition. The main lesson from our past is that we need to work more collaboratively and effectively to deliver intended outcomes.

The Framework must not only be sensitive to the distinctiveness of places, its goal is to create a framework which is responsive to our differences, enabling us more effectively to marshal capacities and assets across our region to meet challenges and make the most of opportunities.

Question 1: How did we get here?

Are there any aspects of the development of the Region's economy prior to UK exit from EU and Covid-19 that are important to capture that aren't outlined here?

Similarly, do you think there are opportunities from the Region's economy prior to UK exit from EU and Covid-19 that could help support recovery? If so, what areas / sectors are these?

4. WHERE ARE WE NOW?

OUR CURRENT REGIONAL ECONOMIC PROFILE

The following section summarises some the region's key economic and demographic trends as well as infrastructure assets and sectoral strengths. This information is drawn from the technical annex and from other relevant contextual documents, including the City Regional Deal document.

Figure 1 – Economic Overview

The Regional Economy

Gross Value Added (GVA)[8]

Total **Edinburgh and South East City Deal** GVA 2020: **£38,365m** and **30%** of total Scottish output

From 2010-2020, GVA in **Edinburgh and South East City Deal:** increased by **7.5%** or **£2,676m**

Forecast average annual growth (2020-2030):
Edinburgh and South East City Deal: 2.4%
Scotland: 2.2%
United Kingdom: 2.4%

Productivity[9]

Edinburgh and South East City Deal productivity 2020: **£51,600**, in **Scotland** it was **£45,500**

From 2010-2020, Productivity in **Edinburgh and South East City Deal: decreased by 4.2% or £2,200**

Forecast average annual growth (2020-2030):
Edinburgh and South East City Deal: 1.8%
Scotland: 1.9%
United Kingdom: 2.0%

The greatest contributing factor to each region's economic recovery will be their sectoral footprint, however other place based factors will also influence their recovery. This includes the persistence of COVID-19 in the community and greater levels of homeworking altering demand for services – particularly in urban areas – as well as factors less specific to COVID-19, such as levels of deprivation and the number of highly skilled/educated workers in the region.[10]

Oxford Economics Forecast data has been updated to reflect the current impact of COVID-19 as of November 2020

Prior to the COVID-19 pandemic, the Edinburgh and SE Scotland economy was performing strongly, with a level of growth that exceeded the Scotland average. Overall, the region was contributing approximately £36 billion per year to the Scottish and UK economies through its diverse economy.

The distinctiveness of Edinburgh and South East Scotland's culture, history and tourism offer continued to draw visitors from across the world. In 2020, the total GVA for the region was £38,365 million, accounting for 30% of the Scottish total GVA output. This is an increase of 7.5%, or £2,676 million, from 2010.

A key factor contributing to the region's economic output is the strength of its key sectors. Across the City Region, GVA in 2020 was primarily driven by the following key sectors: Finance and Business Services; Health and Social Care; Engineering; and Digital. Each of these top performing sectors have continued to operate throughout the COVID-19 pandemic, with heightened demand and increased opportunities emerging in Health and Social Care and Digital Technologies.

Despite sectoral strengths, sectors such as manufacturing, hospitality & tourism and creative industries have been negatively impacted by COVID-19. In addition, the region is composed of local authorities that have varying levels of socio-economic resilience, based on Oxford Economics Vulnerability Index. The vulnerability index provides an indication of how well equipped a local authority is to withstand the economic shocks resulting from COVID-19, by considering its economic diversity, business environment and digital connectivity.

Local authorities across Edinburgh and South East Scotland with a lower share of small businesses, self-employment and reliable digital connectivity tend to be most resilient, such as the City of Edinburgh and Midlothian, which are the 1st and 4th most resilient local authorities in Scotland respectively. Other local authorities such as the Scottish Borders (the 3rd least resilient local authority area in Scotland), however, have lower levels of resilience due to poor connectivity and lower rates of home working, with a relatively high number of small businesses and individuals who are self-employed.

Despite the economic impact of COVID-19 across the City Region, economic growth is forecast to continue with average annual growth projections from 2020-2030 suggesting a growth rate of 2.4%. This is higher than the average annual growth projected for Scotland as a whole.

Demographics

The area is home to almost 1.4 million people, around a quarter (26%) of Scotland's total population. However, over the past 10 years, the rate of population growth has begun to decline due to a reduction in natural birth rates and the overall population living longer. Over the 10 years from 2009 to 2019, across all six of the local authorities, the increase in those of non-working age has been higher than those of working age (16-64). This is felt most acutely in Fife and the Scottish Borders, where the working age population has decreased by 1% and 4% respectively since 2009.
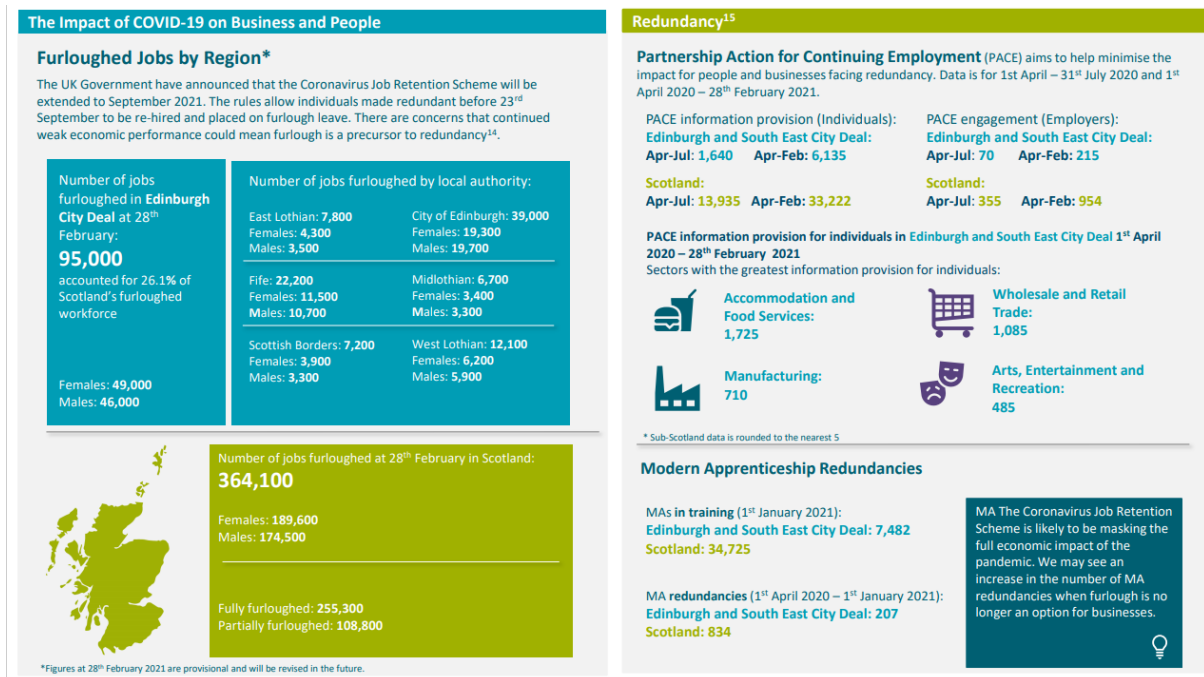
Figure 2 - Population
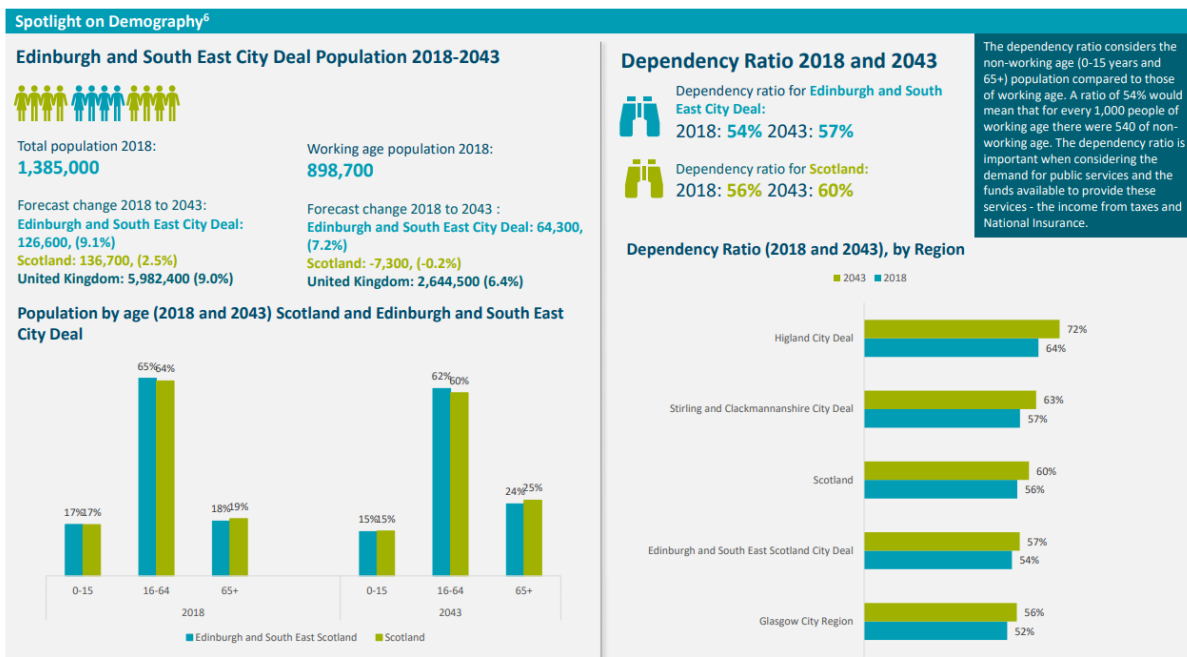
A demography with an ageing population and a high dependency ratio (the number of people of non-working age dependent on those of working age) means that a smaller pool of people of working age are supporting a larger pool of older people who are not working. This in turn puts additional pressure on public services. There is also a more limited labour pool on which to draw to address regional recruitment needs. Some sectors such as Health and Social Care are currently experiencing skills challenges and could find it difficult to recruit the people they need unless more people of working age are attracted into the region.

Regions with high dependency ratios such as the Scottish Borders, East Lothian, and Fife, are more likely to experience labour shortages. However, this could be offset by enhanced automation in certain sectors and a focused talent attraction and retention strategy.

Labour Market and Skills Landscape

The COVID-19 pandemic has had a demonstrable impact on businesses and key sectors across Edinburgh and South East Scotland. As of February 2021, there were 95,000 individuals who have had their employments furloughed across the region: accounting for 26.1% of Scotland's total furloughed workforce. All local authorities, with the exception of the City of Edinburgh, have a higher number of females than males currently on furlough.

Figure 3 – Furloughed Jobs and Redundancy

The Impact of COVID-19 on Business and People

Furloughed Jobs by Region*

The UK Government have announced that the Coronavirus Job Retention Scheme will be extended to September 2021. The rules allow individuals made redundant before 23rd September to be re-hired and placed on furlough leave. There are concerns that continued weak economic performance could mean furlough is a precursor to redundancy[14].

Number of jobs furloughed in **Edinburgh City Deal** at 28th February: **95,000** accounted for 26.1% of Scotland's furloughed workforce	Number of jobs furloughed by local authority:
	East Lothian: **7,800** Females: **4,300** Males: **3,500** — City of Edinburgh: **39,000** Females: **19,300** Males: **19,700**
	Fife: **22,200** Females: **11,500** Males: **10,700** — Midlothian: **6,700** Females: **3,400** Males: **3,300**
Females: **49,000** Males: **46,000**	Scottish Borders: **7,200** Females: **3,900** Males: **3,300** — West Lothian: **12,100** Females: **6,200** Males: **5,900**

Number of jobs furloughed at 28th February in Scotland: **364,100**

Females: **189,600**
Males: **174,500**

Fully furloughed: **255,300**
Partially furloughed: **108,800**

*Figures at 28th February 2021 are provisional and will be revised in the future.

Redundancy[15]

Partnership Action for Continuing Employment (PACE) aims to help minimise the impact for people and businesses facing redundancy. Data is for 1st April – 31st July 2020 and 1st April 2020 – 28th February 2021.

PACE information provision (Individuals):
Edinburgh and South East City Deal:
Apr-Jul: 1,640   Apr-Feb: 6,135

PACE engagement (Employers):
Edinburgh and South East City Deal:
Apr-Jul: 70   Apr-Feb: 215

Scotland:
Apr-Jul: 13,935   Apr-Feb: 33,222

Scotland:
Apr-Jul: 355   Apr-Feb: 954

PACE information provision for individuals in Edinburgh and South East City Deal 1st April 2020 – 28th February 2021
Sectors with the greatest information provision for individuals:

Accommodation and Food Services: 1,725

Wholesale and Retail Trade: 1,085

Manufacturing: 710

Arts, Entertainment and Recreation: 485

* Sub-Scotland data is rounded to the nearest 5

Modern Apprenticeship Redundancies

MAs **in training** (1st January 2021):
Edinburgh and South East City Deal: 7,482
Scotland: 34,725

MA **redundancies** (1st April 2020 – 1st January 2021):
Edinburgh and South East City Deal: 207
Scotland: 834

MA The Coronavirus Job Retention Scheme is likely to be masking the full economic impact of the pandemic. We may see an increase in the number of MA redundancies when furlough is no longer an option for businesses.

Despite the financial impact on businesses, there has been a steady rise in the number of job postings across the region over the past 12 months, highlighting a return of recruitment. The number of new job postings has increased by 5,958 from 3,651 in April 2020 to 9,609 in March 2021. This suggests that as lockdown measures were relaxed over the latter half of 2020 business confidence began to return.

Over half of these job postings were advertised in Edinburgh, followed by Livingston and Dunfermline. Programmers and Software Development Professionals, Care Workers and Home Carers, and Nurses were the most frequently advertised occupations with skills such as teamwork and collaboration, customer service and budgeting, in high demand.

The top employing industries across the City Region over the past 12 months have been Human health activities (22%), Education (16%) and Public administration and defence (8%) with the median real time salary associated with all postings across the 6 local authorities reaching £31,800.

However, job postings in the City Deal region remain 15% lower in March 2021 when compared to March 2020, suggesting that many businesses are struggling to stay afloat – and the types of jobs available may not offer the security or hours in demand from those in the labour market.

Forecast opportunity areas and recent job postings data all highlight the central importance of softer skills as well as technical skills to employers across the city region. Going forward ensuring meta-skills such as 'Social intelligence', 'Self-management' and 'Innovation' are part of provision planning will enable individuals to compete in a competitive and changing labour market.

Looking ahead, the number of people forecast to be needed to fill job openings in the labour market by 2023 is 95,100; accounting for 28% of Scotland's total number of job openings. This is primarily driven by replacement demand, when people retire from the labour market as opposed to new job creation. It is anticipated that despite the short-term labour market challenges facing the region, there could be some job growth and new opportunities created in the mid-term.

Question 2a: Our Current Regional Economic Profile

Are there any aspects of the Region's Economic Profile that are important to capture that aren't outlined here?

REGIONAL IMPACT FROM UK EXIT FROM EU & COVID-19

The cumulative effects of Brexit and Covid-19 will have short, medium, and longer term economic, social and environment effects at a regional and national level.

The COVID-19 global pandemic has had wide-reaching economic, social and health impacts around the world. For Edinburgh and South East Scotland, the impact on the economy has been significant because of the large number of people employed in tourism, travel, hospitality/food service, arts, culture and (non-food) retail.

Health, economic, digital and transport inequalities that existed before the pandemic have made it more difficult for some households to cope with the effects of lockdowns and restrictions and COVID has placed significant pressures on personal finances. The effectiveness of community action projects, right across the region, have provided strong support and helped to protect the most vulnerable in society.

Many existing business models are under threat, not just because of the immediate restrictions, but in the medium-term trends affecting patterns of consumer behaviour. This particularly affects transport, culture, retail and hospitality/food service. An economic divide between those businesses and individuals who can adapt to new ways of working, or move into new roles, and those who cannot, will develop and widen, unless support is put in place.
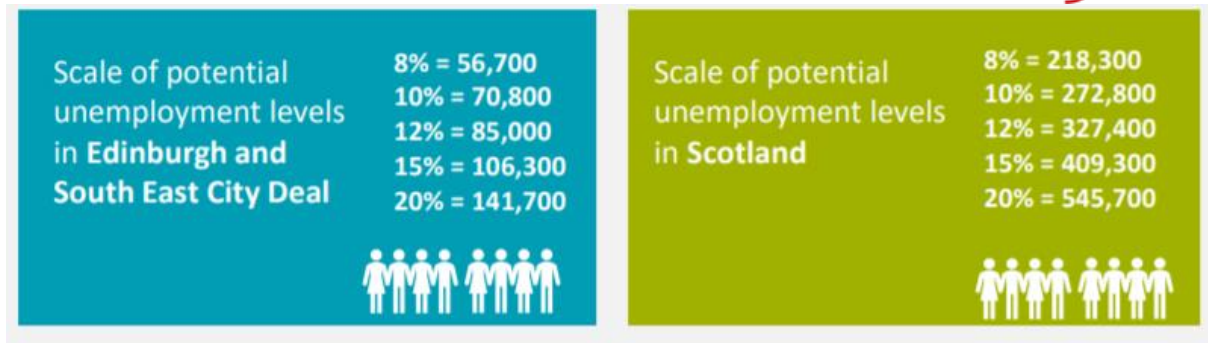
In addition to COVID-19, the UK's recent withdrawal from the European Union has the potential to create new challenges for Edinburgh and South East Scotland's labour supply. In June 2020, there were 85,000 EU nationals living across the six local authorities in the City Deal, accounting for 35% of the total number of EU nationals residing in Scotland. This is a decrease of 37% (1,000 people) from December 2019. Once Hospitality and Tourism enters a stronger recovery phase there may be an increase in skills shortages across the sector due to its high composition of non-UK nationals.

The outmigration of people from the City Region over the 6 months to from December to June 2020, hints at the potential future direction of travel in migration flows. Given that Scotland and the City Region's only forecast population growth was due to inward migration, the UK's exit from the EU has the potential to create skills shortages across a range of sectors and occupations, whilst adding to longer-term labour supply challenges related to a shrinking working age population.

Identification of Vulnerable Groups
Throughout the pandemic, the unemployment rate for 16–64-year-olds in Edinburgh and South East Scotland increased gradually from 3.1% in March 2020, to 3.7% in September 2020 (25,500 people). This is higher than the Scottish unemployment rate of 4.4% (Feb. 2021). Fife has consistently had the highest rate of unemployment of all six local authorities, and women across the City Region currently have a higher unemployment rate (4.1%) than males (3.4%).

Modelling suggests that in a worst-case scenario, if the unemployment rate across Edinburgh and the South East of Scotland were to reach 20%, we could see up to 141,700 individuals unemployed.

Scale of potential unemployment levels in Edinburgh and South East City Deal

8% = 56,700
10% = 70,800
12% = 85,000
15% = 106,300
20% = 141,700

Scale of potential unemployment levels in Scotland

8% = 218,300
10% = 272,800
12% = 327,400
15% = 409,300
20% = 545,700

The impact of COVID-19 has not been evenly dispersed across the labour market. Young people have been at a particular economic disadvantage with many employed in sectors that have been heavily restricted or closed due to physical distancing measures. In September 2020, the 16–24-year-old unemployment rate was 12.4% (9,600 individuals), higher than the Scottish rate of 11.1%. This is three times as high as the 16-64 unemployment rate.

There is also concern that the furlough scheme could be operating as a potential buffer to rising unemployment rates in the long term. Assessing the number of people on universal credit provides a timelier indication of COVID-19 potential financial impact on individuals across Edinburgh and South East Scotland. Between March 2020 and February 2021, the claimant count rose by 94.5% (57,300 people) from 60,600 to 117,900. This suggests that there has been an immediate number of job losses since the outbreak of COVID-19 across the region.

For rural regions such as the Scottish Borders, increased youth unemployment has the potential to lead to a talent drain as young people look for employment and training opportunities in other areas. This, in combination with rural transport and digital connectivity poverty, could create further labour market and skills supply challenges that persist beyond the COVID-19 pandemic.

Recent insight provides that 10,276 of 11,083 (93%) school leavers across the City Region, transitioned into positive destinations. Most school leavers in went into Higher Education (4,554) or Further Education (3,311), and 396 individuals went on to training opportunities. It is worth highlighting that the number of school leavers going into employment increased by 49.8% to 2,849 in 2019/20 from 1,902 in 2018/19. In addition, the number of unemployed and job-seeking young people fell from 503 in 2018/19, to 395 in 2019/20.

A key area of focus over the years after the COVID-19 pandemic will be ensuring that all young people are supported into employment and training opportunities within the labour market, with additional support provided to those living in high areas of multiple deprivation.

Regional Skills and Talent Development

Regionally, significant benefit has been achieved from the development of the Integrated Regional Employability and Skills (IRES) Programme. This programme is underpinned by a strong private, public, and third sector partnership.

Going forward, as part of the RPF, this form of partnership will remain key to achieving positive outcomes for regional citizens through inclusive skills practices supporting the needs of the city regional labour market, as well as the evolving policy and practice needed to support this. To date the focus has been on the following seven projects:

- Integrated knowledge management systems
- Labour market analysis and evaluation
- Integrated employer engagement

- Intensive family support service
- Housing construction and innovation (HCI) targeted skills gateway
- Data-driven innovation (DDI) targeted skills gateway
- Workforce mobility

Emerging Opportunities

Despite the challenges presented by the COVID-19 pandemic, there are emerging areas of innovation and opportunity that could be the drivers of future economic growth. Enhanced reliance on digital technology has not only driven business innovation across key sectors, but it has also reshaped the landscape of work as we know it. Many sectors, such as Financial and Business Services across the City Region, are changing to a more flexible 'work-from-home' model and increasing their digital capacity. As a result, more opportunities could be brought to the region, with an increase in remote working from any local authority.

This opportunity could extend beyond COVID-19 and result in several societal and economic benefits to the region, such as reducing congestion and carbon emissions as commuting activity decreases and promoting greater use of local services and shopping. In the mid-long term, new opportunities in 'green jobs' are a growing area of opportunity that align with Scotland's carbon reduction aspirations, particularly in Construction, Engineering and Manufacturing, Transport and Land-Based Sectors. There also continue to be opportunities in sectors that have struggled to attract sufficient numbers to fill vacancies including health & social care, construction and teaching.

In order to prepare for and capitalise on 'green jobs' it is critical to ensure that there is a pipeline of individuals trained to enter these roles. It is important to have a clear understanding of the skills associated with these jobs, and to ensure that these are being developed through new and emerging provision pathways. This includes guaranteeing that everyone in society benefits fairly from the change towards a green economy and ensuring that those who are most likely to be disadvantaged by structural changes in employment receive targeted support.

Question 2b: Regional Impacts from UK exit from EU & Covid-19

From your experience, what are the main implications of COVID-19 and/or UK Exit from the EU, and what should the region do to 'build back better' from these 2 significant challenges?

5. WHERE ARE WE GOING?

Currently, our region is in a period of profound uncertainty, facing unprecedented economic, societal and environmental challenges. It is difficult, in such a period, to set a fixed direction for the region. We recognise the need for adaptability, flexibility and agility, as we hopefully move into a post Pandemic context, and we the recognise that the region is in a strong position to respond to the ongoing challenges and opportunities facing all parts of the world, and is well placed to be adaptive, flexible and agile.

In terms of immediate priorities, the Scottish Government has published an Economic Recovery Plan, which sets out actions across a number of themes to secure a jobs-focused and socially just economic recovery. These include:

- Protecting jobs by supporting business recovery and sustainable, green growth
- Creating jobs through business engagement and a partnership approach
- Supporting access to good quality jobs through employment, skills and training
- Boosting local job creation through resilient people, communities and places
- Creating jobs and a Just Transition through investment-led sustainable growth

Recent months have also seen development of UK Govt policy and proposals in areas including levelling up, community development, R&D Place Strategy and Innovation Strategy.

Linked to these areas of Government Policy, we have also seen the publication of a range of research to inform future economic priorities, both national and local. One, produced by Oxford Economics, provided an assessment of Scotland's economic prospects and challenges. It looked at how existing resources and policy instruments could be used more effectively to raise Scotland's economic growth prospects and considered more ambitious policies which, if introduced, might generate a significant uplift in Scotland's economic growth. Incremental improvements could be achieved by more focus and resources around:

- Reform in the complexity of policy goals and instruments that exist;
- The Scottish National Investment Bank (SNIB) should play a key role to achieve a step change in economic growth;
  Continuing to attracting inward investment as a key policy ambition;
- More support for 'on-shoring', particularly around manufacturing related sectors;
- Increased supported for SMEs through a more streamlined system of business support;
- Better linkages between the education and skills sector and future needs of Scotland's workforce.

The report proposed that more radical changes were needed in Government policy to support a transformation of Scotland's economic performance, with focus on:

- Increases in government borrowing and/or cuts in interest rates to stimulate stronger growth in demand and hence output;
- Significant tax cuts and deregulation, to improve competition and incentives in the economy; and
- Large increases in government support for businesses, either directly or through increased spending on infrastructure, education & skills, innovation, or the green economy.

So, what might this mean for the Region and how can it focus its considerable resources to achieve something sustainable, achievable and for the collective wellbeing of everyone? The region has real strengths and successes to build on, as well as new challenges and opportunities to face. These include:

High Quality Places and Investment in Homes and Neighbourhoods

- Our **urban and rural environments are enviable**, and provide an unrivalled quality of life. Few other regions in Europe match the quality of our natural and built assets, right across the region;

- **But the reality remains very different for many**, and policy must focus on Fair Work, local regeneration, and support for those in greatest need;

- **Home working across the Region's communities has risen sharply** as a result of the COVID-19 pandemic. This change can support our local economies and town centres, and we need to consider the future of office locations and provision. For some this way of working can enable a better work life balance, enhance productivity and well-being, but can also bring work/life balance issues for many. We must remember that these options are not available to all, and not all jobs can be done from home, and increased home working presents a challenge in footfall for retailers and hospitality, and for developers/investors in relation to property provision with risk of increased dereliction

- The delivery of a **major housebuilding programme across all types and tenures**, aimed at increasing affordable living in sustainable communities with high quality place and local infrastructure. Taking a design approach that recognises the potential of the new blended / hybrid working environment, and has appropriate homeworking and wellbeing space

- The creation of sustainable mixed communities and new destinations and attractors across the region, through regeneration and new development, can increase job density, amenities and housing options with matching service and infrastructure within more self-contained **20-minute neighbourhoods**.

- A new-found emphasis on sustainability and natural capital in the light of the COVID pandemic also gives us the opportunity to recalibrate our understanding of what economic development, flows and opportunity and supporting infrastructure mean in a rural context. Typically, these features are overwhelmingly conceived as something which extends 'out' from cities, and it is assumed that networks exist predominantly to serve the interests of primary urban centres. While this perspective is understandable in terms of critical mass and cost efficiency, it tends to obscure an understanding of the strategic requirements of rural and less densely populated areas. If **rural areas are to maximise their contributio**n to Scotland's National Ambition for Inclusive Economic Growth and to our region, then we must take **a new approach which builds on the opportunities for flexible and digitally supported working**, the greater flexibility this invests in residency choices and housing with wider implications for travel and the pressure on services, and the enhanced opportunities around natural capital, for example, through renewable energy, carbon storage, or the redesign of farming support.

Major Economic Strengths and New Opportunities

- Our educational institutions, the **research-intensive Universities** in particular, give us a strong competitive advantage and the desire of companies to absorb HE led research is likely to grow. Our innovation systems must maximise these flows and linkages.

- We have a major opportunity to re-focus support on **key growth areas of the economy** such as Software, the Creative Industries, Life Sciences/Healthcare, Business Services and Food and Drink. All underpinned by Data Driven Innovation, and with a skills system ensuring new skills are constantly driving innovation.

- A **commitment to more locally based supply chains** and more of a 'near me' economy, particularly through the procurement policies of our anchor institutions can bring new economic benefit if properly channelled

To build on the Region's strengths and address the existing challenges and opportunities, it is important the Region's seeks to be 'Resilient' in its solutions, 'Innovative' in the way in which organisations work together flexibly and quickly, and seek to support a region that ultimately 'Flourishes' to the benefit of everyone who lives here. These themes are explored in more detail in the next section.

Question 3: Where are we going

What do you think are the key challenges that the Region faces over the next 20 years?

What are the key strengths that the Region has and that should be the basis of its future wellbeing?

6. OUR EMERGING VISION FOR THE FUTURE

Having reviewed the duties, challenges and opportunities that the region needs to address, the following section outlines our collective Vision for the region, as well as the themes that will focus our activity.

In doing so, it seeks to recognise the importance of the area's natural, cultural, built and community assets, and our determination to create a more equal economy and society, improve citizens' health & wellbeing, address climate challenge and help develop an international, well connected, outward looking city-region.

Our proposed Vision

We will drive the economic recovery of Scotland whilst ensuring the proceeds of innovation and prosperity are fairly and sustainably distributed across all sections of the community to tackle inequalities. We will protect our environment and make best use of our assets to ensure that the Edinburgh and South East Scotland City Region delivers for all its citizens as we transition to a zero-carbon economy. Our institutions, ancient and modern, will deliver benefit for all.

Question 4: Our proposed vision for the future

Do you think this proposed Vision is realistic, ambitious and recognises the Region's distinctive characteristics and strengths? If not, what would you add or change?

Delivering the Vision

A series of future regional priorities have been outlined below, these seek to maximise the opportunities which the Region offers, while addressing the challenges which it faces, both existing and as a result of Brexit and COVID-19 and its impact. These are emerging priorities and will require further work, consideration and consultation as the Framework develops. These priorities fall broadly into three key thematic areas – **Resilient, Just and Innovative.**

7. OUR EMERGING STRATEGIC THEMES

Theme 1 – Just

We want to spread the benefits and prosperity more evenly around the region in an environmentally sustainable way, to ensure inclusive growth, community wealth building, community wellbeing and reduced inequalities are achieved. Technological and climate change is transforming the types of skills requirements and job opportunities available and how companies do business. It is vital that people in the region have the skillsets required to work in key sectors. We want to have economic wellbeing levels well above the Scottish average and equal to or better than comparable international City Regions. We want our governance, investments and institutions to support the strategic and fine grain economic activities, innovations and enterprise and this defines the region as a global pioneer and leader in these fields. We aim to have a wide labour market with diverse skills base to match current and emerging business requirements and future growth sectors. We have education, skills and training opportunities, targeted at particular underrepresented groups and sectors with appropriate support to enable their increased participation. There is improved access to such employment, education and training opportunities across the whole region. This supports a diverse, broad and resilient economic base with wide range of job types and employees linked to innovation, a just transition to carbon neutral and local production and supply chains.

Future opportunities include:

- Delivering the 21,000 jobs that the City Region Deal projects will bring and helping our most disadvantaged communities have the skills and ability to access these opportunities.
- The City Region Deal Integrated Regional Employability and Skills (IRES) Programme will provide part of the support required to help people in the region adapt to these changes.
- Sustainable, accessible and integrated transport as an enabler to opportunities and reduce inequalities.
- Maximising community benefits from the City Region Deal and future collaboration projects can deliver economic opportunities linked to areas of disadvantage.
- Distribution of key sectors and jobs and assets - building on the region's core sectoral strengths which include tourism, agri-tech, life sciences, data science, tech, finance, fintech, creative industries, food & drink, renewables/energy, health and social care, manufacturing, construction, warehouse and distribution.
- Growing export value and the number of exporters. Consider economic opportunities at a regional scale e.g. future warehouse, distribution, industrial and retail uses, and how those organisations maximise their global reach.
- Work in partnership with utility suppliers to ensure the combined ambition for net-zero, community wellbeing and inclusive growth can be delivered across the 6 regions.
- Embed the principles of the Logan Review across all sectors to support and nature innovation and entrepreneurship.
- Maximising the benefits of an inclusive economy extend beyond existing urban centres to smaller towns and rural areas, to develop/enhances 'locally' functioning hubs. Effective and low carbon infrastructure connections between places, create conduits for business and enterprise, workers, skills, training, and goods and services
- Collaboration with Scottish Government to deliver wide range of financial innovation opportunities that will enable the delivery of a 'Regional Housing Programme' focused on our seven transformational strategic sites:
  - o Deliver upfront land remediation and shared infrastructure delivery across sites that require it –Blindwells and the former Cockenzie Power Station Site, Edinburgh's Waterfront, Dunfermline, Shawfair, Winchburgh, Calderwood and Tweedbank.
  - o To also deliver the associated low and zero carbon, green and blue infrastructure on these sites that will enable adaptation and mitigation to climate change and reduce fuel poverty, increase energy efficiency and deliver wider multiple benefits.

o Investment required to meet the greatest affordable housing need in Scotland, through an expanded regional affordable housing programme
o To enable wider delivery of affordable, specialist provision, 'Mid-Market Rent' and 'Build to Rent' and therefore mixed tenures and communities
o Regional Home Demonstrator – mainstreaming modern methods of construction that can be deployed across the region
o Housing Construction & Infrastructure Skills Gateway
o Housing developments based on 20min neighbourhoods and wider transport and digital connectivity

Theme 2 - Innovative

Innovation is critical to developing new solutions to the challenges and opportunities that the region faces. For this region the differentiating opportunity is Data, which is critical to future economic growth, social change, and public services. The region has ambitious plans to establish the region as the Data Capital of Europe and ensure that communities across the region benefit from data-driven and other forms of innovation. The City Region is home to the £1bn+ businesses FNZ, FanDuel and Skyscanner, and major international tech companies such as Amazon, Cisco, Oracle, Microsoft and IBM have also created bases in the City Region. These feed and support a strong Tech Ecosystem, and one that has the potential for further consolidation and growth right across the region. In terms of academic and research capability, the University of Edinburgh has been ranked first in the UK for computer science and informatics research and Heriot-Watt University is a global leader in Robotics and Artificial Intelligence (RAI). Future opportunities include:

• Formation of a Regional Tech Ecosystem collaboration, to facilitate and promote the collective opportunities for local development and international growth, as Fintech Scotland has done for the Scottish Fintech community.
• Collaboration across public, private and academic sectors to apply data science approaches, to develop innovative and financially sustainable models to business operations, including regional opportunities in the fintech sector and in health and social care.
• Data-driven approaches to prevention, treatment, and health and care service provision, enabling high quality and efficient care within a world-leading learning healthcare system.
• Delivering business premises of the future are ready for data-driven innovation opportunities, including the City Region Deal Fife i3 Programme and Borders Innovation Park, as well in other major development areas like West Edinburgh, Fountainbridge and Granton in Edinburgh.
• Innovative and future-proofed infrastructure – ensuring the region is at the forefront of new infrastructure and in a position to enable 5G and superfast broadband delivery across the region, to enable businesses to locate, invest and grow in our more remote and rural locations whilst also allowing people to work from more flexibly from home and other locations.
• Innovative and future proofed transport – ensuring the region has coordinated information and flexible transport modes that are easily accessible and deployed to promote growth in the sector and support net-zero and the reduction of inequalities.
• Innovative and future proofed utility networks to effectively and efficiently serve the region and its ambitions.

Theme 3 – Resilient

Our region must be able to adapt and be resilient to change. Economic changes, including technological advances are rapidly taking place and changing the way we work and access services. Climate change is bringing challenges and opportunities for the region, including the need for adaptation, mitigation and sequestration measures; this could also bring significant opportunities to justly transition to a low carbon economy. Our people also need to live in places in all parts of the region that support new fair work, have

access to travel and lifestyle choices and we must also evolve the skills base of people in our region to meet the requirements of our future economy.

Partners across the region will work with the Scottish and UK Governments and regional partners to ensure our national, regional and local plans, consents, investment and delivery are co-ordinated, streamlined and accelerated to ensure:

- Nationally and regionally significant transport projects will be coordinated by SEStran and delivered to better connect the region to other city regions, places and markets including:
  - o Rail – HS2 / Waverley / SETEC / Freight
  - o Road based public transport
  - o Active travel
  - o A720/A1
  - o Air
  - o Marine
  - o Borders Railway Extension
- The delivery of a fairer distribution of economic growth across the region, not just population and housing, to:
  - o increase diversity of economic activity and job density across the region,
  - o make more resilient communities,
  - o minimise need to travel,
  - o make best use of assets – e.g. contra peak capacity in transport network
  - o encourage new ways of working
  - o use of digital connectivity
- Masterplan Consent Areas, major developments and / or New Towns will be designated where appropriate, with major national and cross boundary transport projects will be delivered through national, regional and local level collaborative teams
- Major development plans and spatial planning will include strategic transport input and prioritise the delivery of sustainable transport infrastructure to help support greener travel behaviours
- We will work as regional partners to ensure
  - o Our plans and strategies are coordinated across local authority boundaries and projects; and
  - o Initiatives to deliver more frequent, reliable, integrated and affordable public transport are supported and active travel services and options are improved for all in the region by working closely with transport providers and SEStran and Sustrans Scotland etc.

- Better connected - Future priorities to ensure that the region is better connected, include:
  - o Pursuing strategic public transport projects and priority schemes to deliver greater connectivity in the region quickly, as well as contributing to challenging national targets, such as 20% reduction in car kilometres within the next ten years
  - o Measures to increase workforce mobility, especially for residents of disadvantaged communities, primarily through the creation of fully coordinated, integrated, flexible affordable transport network across the regions that helps reduce inequalities. Strategically, future plans need to acknowledge the integration of land use and transport, to support 20 minute neighbourhoods and 'blended working'.
  - o Interventions that, individually and/or collectively, demonstrably address climate change and reduce carbon emissions.
  - o A single point of information and ticketing for public transport across the region.
  - o Helping deliver the National Transport Strategy 2 transport hierarchy and Regional Transport Strategy objectives through appropriate infrastructure in new strategic housing sites, as well as from main centres of population to centres of employment, education and training as well as other public facilities including health care;
  - o Enhancing mode choice and offering to ensure that transport network can become more flexible to adapt to the differing transport needs of the region.
  - o Focusing on investments on modal shift and supporting the more disadvantaged communities.

- o Considering potential longer-term schemes for tram, light rail and heavy rail.
- o Supporting freight operators using new approaches to freight decarbonisation across the region

- Sustainable - We are developing four strategic outline cases for the development of sustainable Energy Management Systems, Regional Supply Chains, developing an Investment Prospectus for COP 26 and setting out a Risk impact for climate change consequences, including economic consequences. Additional opportunities to help ensure the region can adapt to climate change and transition to zero carbon emissions include:
  - o Sustainable Modern Methods of Construction – The scale and pipeline of regional housing development presents a unique opportunity for innovation and use of offsite manufacturing methods of construction to ensure that homes are future proofed being built to the highest quality and energy efficiency standards with significantly reduced waste and carbon emissions. Continued collaboration with Edinburgh Napier University's Institute for Sustainable Construction and Construction Scotland Innovation Centre.
  - o Energy - The region already has some significant assets that can help enable the transition to a low carbon economy. However, harnessing this collective potential combined with future investment, behavioural change, and recycling will be essential to meet ambitious local and national targets. Existing key assets and opportunities across the region include:
    - Energy Park Fife - Energy Park Fife is a world leading engineering and research zone within the energy sector.
    - Energy from Waste Plants - Maximising connections to Midlothian and East Lothian sites to deliver low carbon heating in the South East of Scotland.
    - Geothermal - There are several former coal fields across south east Scotland, such as the Midlothian and East Lothian and Fife coal fields, where there is significant potential to abstract and make use of warm mine water to develop geothermal heat networks.
    - Recycling - Significant expansion in recycling facilities, consideration could be given to regional recycling hubs.
    - Transport – Transport accounts for 37% of Scotland's greenhouse gas emissions. There are a number of national, regional and local initiatives that are demonstrating or investigating the decarbonisation of transport and will help to reduce kilometres travelled by car.
    - Transport – A true modal shift from the private car (even EV powered) to active travel and public transport will help maximise the efficient use of energy, but this can only be achieved by providing a viable alternative to the private car. SESTran's Mobility as a Service and Demand Responsive Transport approaches across the region will provide the platform to create a fully integrated public transport offering, coupled with Demand Responsive Transport to respond to the customer needs and the changing dynamics of the region.
    - The Scottish Borders is already significant net generator of onshore renewable (wind) energy. There remains the potential to expand this output, as well as to develop the associated upskilling, well-paid jobs and local economic benefit.
    - Offshore renewable also offer opportunities reflected, for example, in Eyemouth's selection as an Operations & Maintenance base to support EDF Renewables UK's Neart na Gaoithe Offshore Wind Farm.
- Green, Blue Infrastructure and nature based solutions, including carbon capture and sequestration. We will identify regional project, programmes and actions that will help us to adapt to and mitigate future climate, focusing on reduction measures and the mitigation and sequestration. Afforestation and enhancing the significant woodland and wetland assets within the region and particularly the Scottish Borders. New developments provide green corridors for safe wildlife passage and connections to nature, natural waterways protected and preserved, natural wetlands and floodplains

Question 5: Our Emerging Strategic Themes

Do you think that the three Regional Priority Themes of Just, Innovative and Resilient provide an appropriate framework to focus our collaborations to maximise the potential of the region?

Have you any further suggestions in terms of specific opportunities, asks and commitments that should be outlined within each Theme?

7. OUR EMERGING BIG MOVES

A Better Connected Region

The interdependence between local partners has never been greater with increased mobility of workers and people choosing to live, work and invest in locations across the region irrespective of administrative boundaries. Within the region we will ensure that employment, training and education can be accessed by all, through sustainable transport modes.

South East Scotland is well placed to capitalise on improved international, UK cross-border including between Edinburgh and London as well as national connectivity, including between Edinburgh and London. Edinburgh Airport, ports on the Firth of Forth and the radial transport corridors to, through and from our region connect it to other UK, Scottish regions and City Region Deals including Tay Cities and Borderlands. These routes and our digital connectivity provide the means to develop wider relationships and to seek out, attract and share new opportunities.
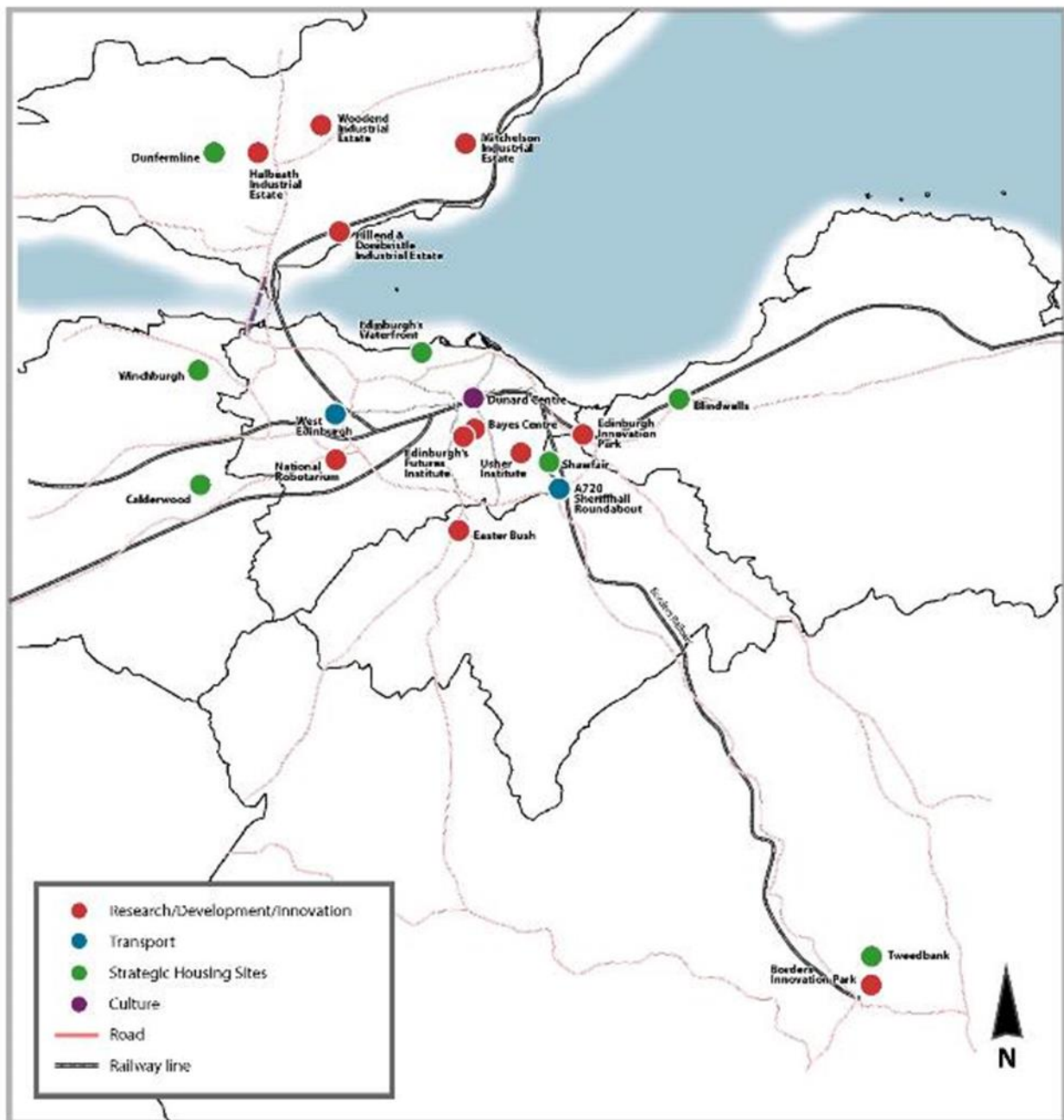
Edinburgh city centre and the regional core are a key connecting node, but many of our major cross boundary connections converge elsewhere in the region. A better more sustainably connected region underpins its future success. Some of our key objectives are to promote future growth within the city centre, regional core and along our growth corridors in line with the high-level approach below:

- Connecting West – we want to build a new partnership between the east and west of Scotland right across the region, to address labour market linkages, sustainable connectivity and sectoral collaboration. We also want to ensure we take advantage of our shared UK cross border connectivity and associated development opportunities, including logistics, freight and storage and distribution as well as manufacturing;
- Connecting North – utilising recent investment in the new Forth crossing, we want to improve connections to the Tay Cities Region and Aberdeen City Region areas, and to make available growth opportunities in key locations within Fife, including the former Longannet Power Station site, Port of Rosyth and Fife Energy Park, as well as around the Forth Bridge heads and at Edinburgh Airport, including growth of our financial, insurance and other professional sectors. The Levenmouth Rail Link will also offer new opportunities for both passenger and freight transport. A key focus of this will include ongoing support for further development of sustainable energy connections with key partners across the region and beyond;
- Connecting East – utilising existing and future enhancement of UK cross border connections between south east Scotland, north east England and London we want to reduce journey times and strengthen the UK cross border cities network. Along this corridor there is significant potential to align plans for substantial economic and housing growth in a new strategic regional growth gateway location focused on an enlarged new settlement at Blindwells with new regional town centre, the redevelopment of former Cockenzie Power Station site and a new regional gateway transport hub. The creation of a new railway station in Reston will also provide opportunities for inclusive growth and opportunities within the east of the Scottish Borders;
- Connecting South – the BioQuarter, and Edinburgh Innovation Park at Musselburgh cluster around the A720 (east end), A1, and East Coast Main Line; with Easter Bush nearby in the A701 growth corridor. The Borders Railway remains a major corridor for sustainable growth and rural regeneration; and a new North South tram line must connect North and Central Edinburgh to the Bio Quarter and then to the growing communities to the south of the city. To strengthen links further, the region requires the extension of the Borders Rail Line to Carlisle to improve UK cross border connectivity between the south of Scotland and the north west of England. For the movement of freight between the north of England and South of Scotland the A7, and A68 are key strategic routs that require future investment. In the future we will continue to use these established corridors to enable a sustainable pattern of development and on-going inclusive growth.

Major Regional Opportunities

This section sets out some of the major regional opportunities that have been identified through the Framework development process. Each aligns with one or more of the themes set out above. These opportunities cannot be fully realised without a regional approach and will deliver significant impact with the potential to reshape the region's future.

1. **The Data Capital of Europe – As a nation and a region, our lives are being transformed by technology at a tremendous rate. The BEIS Science and Innovation Audit provided a roadmap for the region to be an economic beneficiary of this data revolution, rather than a passive consumer. It highlighted the need for collaborative action to develop the digital and analytical talent the Region requires to thrive in the face of global competition. The CRD's Data-Driven Innovation programme has acted as a catalyst for this collaborative action, but this now needs to be extended into day-to-day economic development activity across the region, to support the transition and growth of data-enabled business operations. Through this, the Region can consolidate and strengthen its Innovation Ecosystem to support organisations, irrespective of where they are based in the Region. This can deliver the vision of the region being the Data Capital of Europe**

2. **Re-building our neighbourhoods, towns and cities - addressing affordability and connectivity within 20 min neighbourhoods, and re-thinking our High Streets, in both a city centre and a town centre context, focusing on new roles and new uses;**

3. **Sustainable transport and mobility – we will reduce car dependency right across the region by delivering key aspects of the Regional Transport Strategy such as interconnected cross boundary active travel links and better infrastructure for public transport provision. We will provide affordable, coordinated public transport options for those who live in transport poverty for access to employment, training and education opportunities;;**

4. **Regenerating the Forth estuary: from Rosyth to Cockenzie, taking in the Forth Bridges and Granton, linking to Grangemouth/Forth Valley – and including the redevelopment of our coastal industrial base to focus on support for the renewables sector, and exploring new opportunities for tourism and leisure use;**

5. **Re-imagining sustainable tourism: regionally and nationally connected, with sustainable assets and attractions across the region**

6. **Re-building support for business; with a strong focus on green businesses;**

7. **Re-designing the new skills system; focused on emerging sectors and technologies and supporting those who have been disproportionately affected by the COVID-19 pandemic (particularly young people) to secure sustainable employment;**

8. **Re-inventing healthcare: One Health, focused around the Bio Quarter, Easterbush, etc working with the NHS Boards and Health and Social Care Partnerships;**

9. **The region will deliver a collaborative approach across energy management systems, regional supply chains, COP 26 investment prospectus and risk impact for climate change consequences, responding to the challenges and opportunities presented by the climate crisis;**

10. **Reaffirming the role of our anchor institutions right across the region to maximise their social, economic and environmental roles.**

Legend:
- Research/Development/Innovation
- Transport
- Strategic Housing Sites
- Culture
- Road
- Railway line

N

Question 6: Our Big Moves

What are your views on our proposals for a better-connected region?

What are your views on the regional pipeline opportunities outlined? What other major regional projects or initiatives should be considered, and do these fit within the suggested Themes?

In terms of prioritisation, what should be the focus of activity in the first 3 – 5 years?

9. OUR PROPOSED APPROACH TO DELIVERY

Delivering this Regional Prosperity requires new ways of working

The Edinburgh and South East city region is Scotland's greatest economic asset, generating wealth and opportunity for its citizens and the rest of the nation. Economically, the city region is a national force for good, acting as a catalyst for the country as a whole. Socially, culturally and creatively, it is an iconic touchstone for the Scottish people, projecting much of Scotland's global profile and as the primary gateway to Scotland. It is in the national interest for investment and funding decisions to be taken coherently to provide for the continued and increased success for the benefit of everyone throughout the country.

To achieve and deliver upon this Regional Prosperity Framework requires a new way of working. Through the City Region Deal, the Scottish and UK Governments and regional partners embarked on a new relationship. The Deal has demonstrated that partners can collaborate effectively to deliver cross-regional projects, create future regional infrastructure and strategically co-ordinate transport, housing and economic development.

For our national wellbeing, Scotland must maximise the potential and opportunities that exist in Edinburgh and the South East as articulated in this Regional Prosperity Framework. The Scottish and UK Governments, national agencies and regional partners must align funding programmes and investment priorities alongside the wider contributions of private and 3rd sector partners to ensure this success. This will secure maximum value for taxpayers' money and will attract business, create jobs and boost prosperity to benefit the region and the nation.

These innovative and ambitious projects require a collective approach to align strategy, investment and funding and to deliver prosperity and wellbeing across the region and for the rest of Scotland. The Scottish and UK Governments and regional partners must build upon the close partnership successfully established through the Edinburgh and South East Scotland City Region Deal and ensure that powers and resources exist to provide for coherent investment in the region's key strategic priorities.

This section sets out how the projects, big moves and themes converge into a framework for delivery. The Framework Action Plan will reflect a short term focus (years 1-3), and it is envisaged that the action plan will be a live document, which will be updated frequently as projects are developed and delivered. The overarching Framework will be refreshed at 3 – 5 year intervals.

Over the short, medium (years 4-6), and longer (years 7-10) term horizons, the City Region Deal; the regional pipeline of projects; and the identified "big moves" will all inform action plan updates. Further information on each element and how it links to Framework delivery is outlined below:

Delivering the Deal

In these uncertain times the £1.3bn ESESCR Deal provides certainty both in terms of investment but also the 15-year commitment made between the Deal signatories. The projects and programmes in the Deal provide committed investment, together providing a strong foundation to grow, leverage and develop opportunities for the regional economy.

The ESESCR Deal is of national importance with significant implications for Scotland's future growth. This Framework seeks to build on the ESESCR Deal and maximise our existing assets by outlining key measures, priorities and opportunities which have arisen from the collaboration and which respond to the economic and climate challenges that face us all.

Pipeline Projects

The region has worked collaboratively to prioritise a pipeline of projects which can be delivered over the short to medium term (1-6 years) with the right investment and partnership approach to deliver against the three key thematic areas of the Regional Prosperity Framework.

Big Moves

The strategic programmes, partnership and approaches outlined in the 'Big Moves' section aims to ensure that the region delivers the vision and ambition of the Regional Prosperity Framework over the next 20 years.

Action Plan

An action plan with a short timescales focus will be regularly updated to ensure that the key projects and deliverables of the framework are live and area able to react and respond to future economic, societal and environmental factors to best meet the needs of our communities.

Question 7: Our Approach to Delivery

Are there any important linkages that aren't captured here? If so, what are they, and how do these link with the Themes and/or the emerging regional "big moves"?

What role could your organisation playing in delivery, and what would you expect the regional partners to deliver to assist this?

10. OVERSEEING CHANGE

The delivery of the change proposed within the Framework will require a significant collective effort from a range of organisations.

Key partners in the delivery of the Regional Prosperity Framework will include the Edinburgh City Region Deal signatories (the six local authorities, together with regional universities, colleges and the Regional Enterprise Council, UK and Scottish Governments), as well as a range of other organisations with a key role in the Region such as Scottish Enterprise, South of Scotland Enterprise, Transport Scotland and SEStran.

The successful delivery of the Framework and action plan requires each of its elements to be implemented in a coordinated way. An existing structure is already in place to support the delivery of the Edinburgh and South East Scotland City Deal, and this will be the basis of a broader public / private sector economic partnership to guide and monitor the delivery of the Framework.

The Regional Enterprise Council – has already started to influence and shape the Framework and will continue to ensure that strong, effective leadership and input is provided across the public and private sectors.

The Elected Member Oversight Committee established in January 2021, ensures that that the Framework is developed and governed through to the delivery phase with the appropriate local level scrutiny.

The regional partners are committed to working together to develop and deliver our vision for the future of our region. We are keen to continue to focus on our strong relationship with national agencies, and the Scottish and UK Governments, to ensure that our regional efforts are both supported by, and contribute strongly to, the wider national context. We look forward to continued joint working to share and realise our Vision.
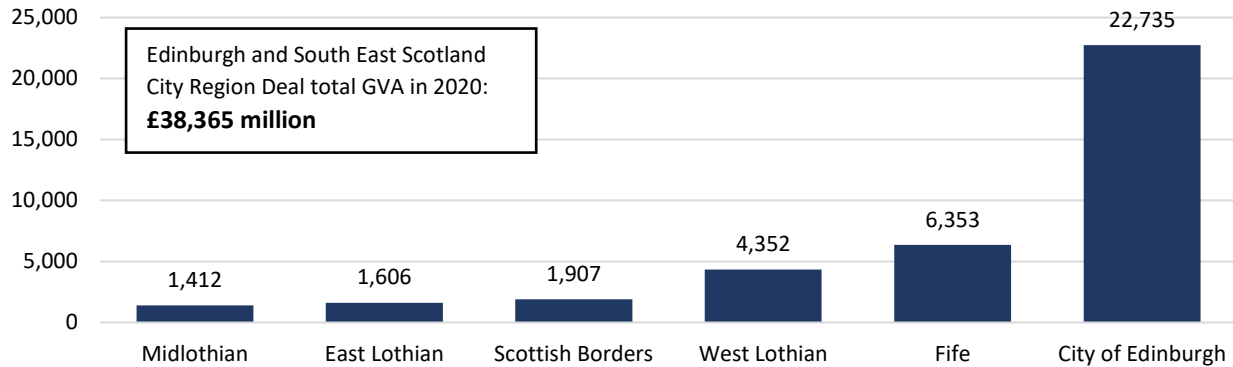
Question 8: Overseeing Change

Do you think that your own organisation could play a role in achieving the objectives of the Framework? If so, in what specific areas?
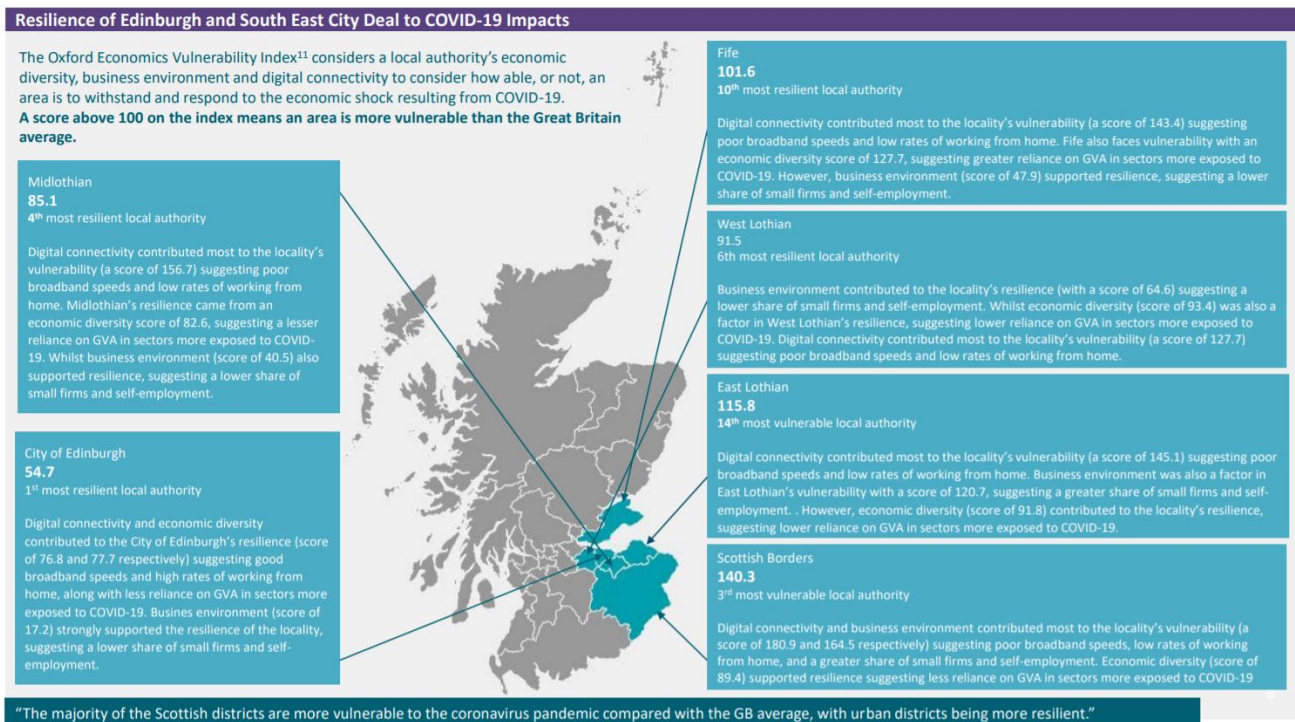
Economic Performance

Chart 1: City Region GVA 2020 (£m) by Local Authority

Edinburgh and South East Scotland City Region Deal total GVA in 2020: **£38,365 million**

Local Authority	GVA (£m)
Midlothian	1,412
East Lothian	1,606
Scottish Borders	1,907
West Lothian	4,352
Fife	6,353
City of Edinburgh	22,735

Source: Oxford Economics Forecasts (Skills Development Scotland)

Figure 1: Oxford Economics Vulnerability Index – Edinburgh and South East Scotland

Resilience of Edinburgh and South East City Deal to COVID-19 Impacts

The Oxford Economics Vulnerability Index[11] considers a local authority's economic diversity, business environment and digital connectivity to consider how able, or not, an area is to withstand and respond to the economic shock resulting from COVID-19. **A score above 100 on the index means an area is more vulnerable than the Great Britain average.**

Midlothian
85.1
4th most resilient local authority

Digital connectivity contributed most to the locality's vulnerability (a score of 156.7) suggesting poor broadband speeds and low rates of working from home. Midlothian's resilience came from an economic diversity score of 82.6, suggesting a lesser reliance on GVA in sectors more exposed to COVID-19. Whilst business environment (score of 40.5) also supported resilience, suggesting a lower share of small firms and self-employment.

City of Edinburgh
54.7
1st most resilient local authority

Digital connectivity and economic diversity contributed to the City of Edinburgh's resilience (score of 76.8 and 77.7 respectively) suggesting good broadband speeds and high rates of working from home, along with less reliance on GVA in sectors more exposed to COVID-19. Business environment (score of 17.2) strongly supported the resilience of the locality, suggesting a lower share of small firms and self-employment.

Fife
101.6
10th most resilient local authority

Digital connectivity contributed most to the locality's vulnerability (a score of 143.4) suggesting poor broadband speeds and low rates of working from home. Fife also faces vulnerability with an economic diversity score of 127.7, suggesting greater reliance on GVA in sectors more exposed to COVID-19. However, business environment (score of 47.9) supported resilience, suggesting a lower share of small firms and self-employment.

West Lothian
91.5
6th most resilient local authority

Business environment contributed to the locality's resilience (with a score of 64.6) suggesting a lower share of small firms and self-employment. Whilst economic diversity (score of 93.4) was also a factor in West Lothian's resilience, suggesting lower reliance on GVA in sectors more exposed to COVID-19. Digital connectivity contributed most to the locality's vulnerability (a score of 127.7) suggesting poor broadband speeds and low rates of working from home.

East Lothian
115.8
14th most vulnerable local authority

Digital connectivity contributed most to the locality's vulnerability (a score of 145.1) suggesting poor broadband speeds and low rates of working from home. Business environment was also a factor in East Lothian's vulnerability with a score of 120.7, suggesting a greater share of small firms and self-employment. . However, economic diversity (score of 91.8) contributed to the locality's resilience, suggesting lower reliance on GVA in sectors more exposed to COVID-19.

Scottish Borders
140.3
3rd most vulnerable local authority

Digital connectivity and business environment contributed most to the locality's vulnerability (a score of 180.9 and 164.5 respectively) suggesting poor broadband speeds, low rates of working from home, and a greater share of small firms and self-employment. Economic diversity (score of 89.4) supported resilience suggesting less reliance on GVA in sectors more exposed to COVID-19

"The majority of the Scottish districts are more vulnerable to the coronavirus pandemic compared with the GB average, with urban districts being more resilient."

Population and Demographics

Percentage change in the 16-64 yea-old Working Age Population (WAP) and the non-Working Age Population (non-WAP) across the City Deal region between 2009 and 2019.

Figure 1: Percentage change in age categories by local authority 2009-2019
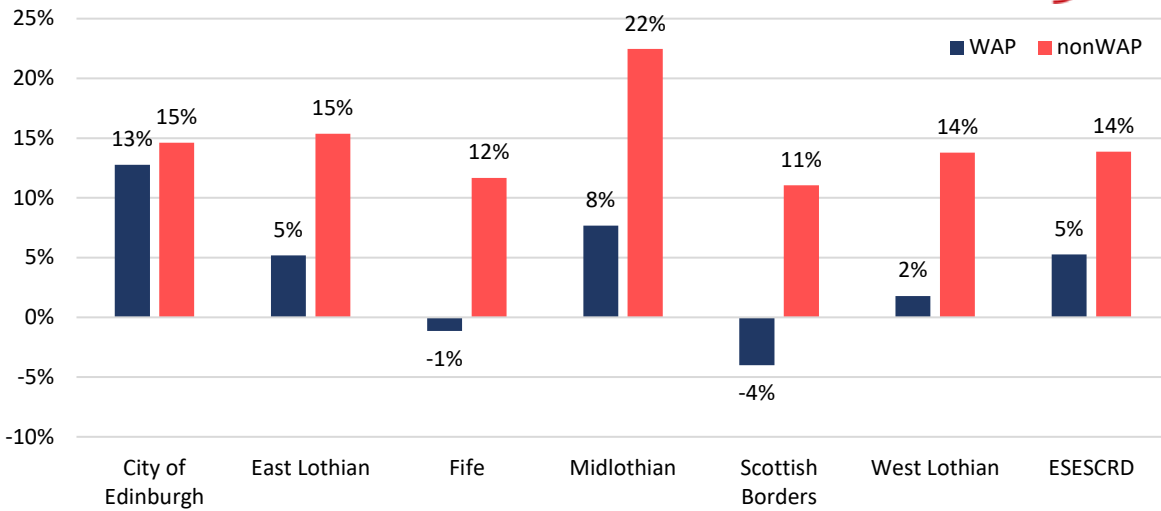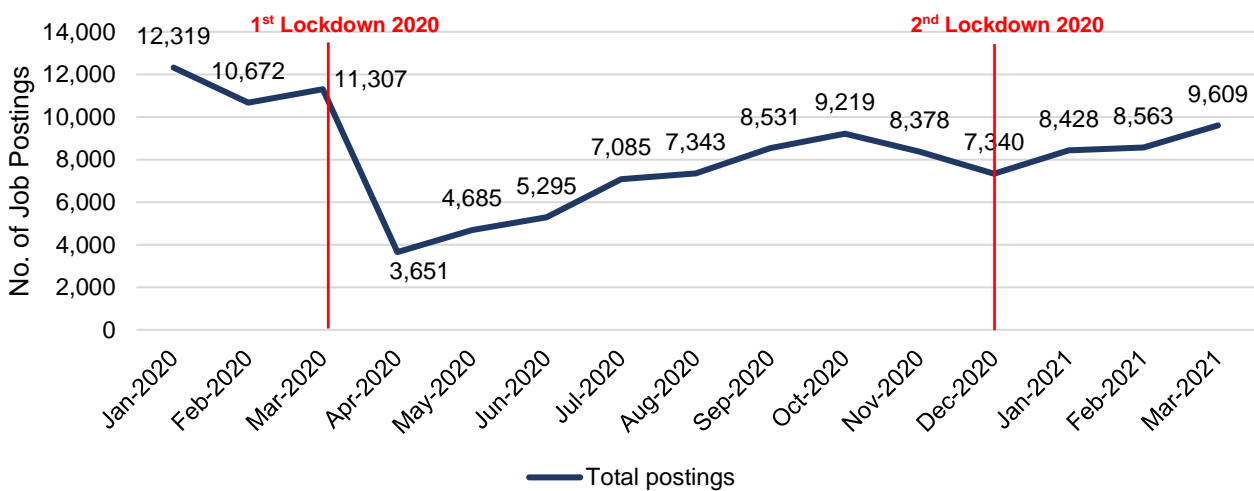
Source: National Records of Scotland

Figure 2: Population projections by age category and local authority in 2043
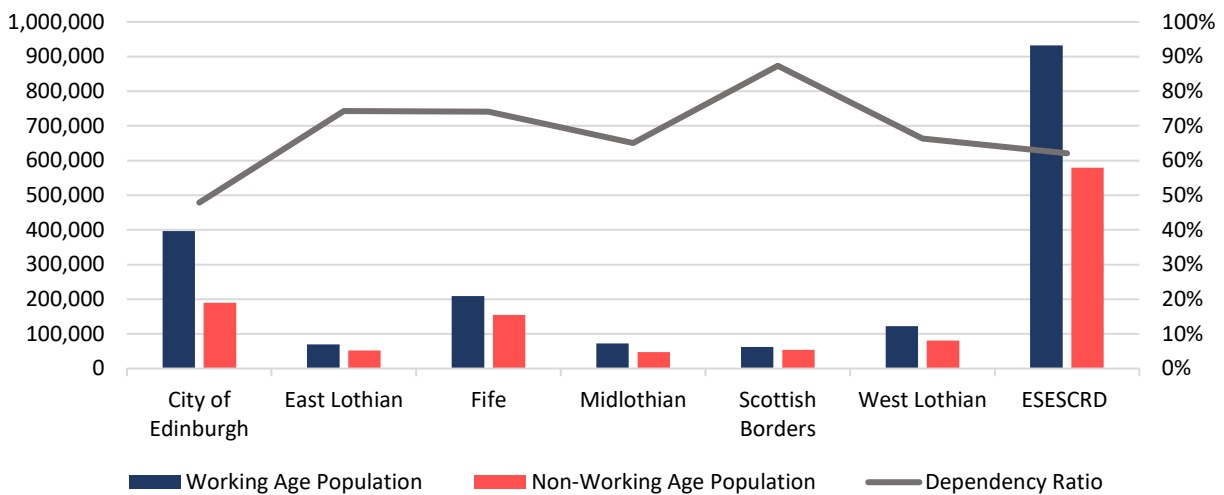
Source: National Records of Scotland (based on mid-2018 population estimates)

Labour Market and Skills Landscape

Chart 1: No. of Job Postings Jan 220 to March 21 – Edinburgh and South East Scotland

Table 1: Top Job Postings by 2 Digit SIC – Edinburgh and South East Scotland

Industry	Job Postings	% of Total Postings
Human health activities	10,581	22%
Education	7,396	16%
Public administration and defence; compulsory social security	3,914	8%
Retail trade, except of motor vehicles and motorcycles	3,044	6%
Financial service activities, except insurance and pension funding	2,919	6%
Social work activities without accommodation	2,318	5%
Activities of head offices; management consultancy activities	1,790	4%
Legal and accounting activities	1,323	3%
Residential care activities	1,249	3%
Food and beverage service activities	1,140	2%

Source: Burning Glass Technologies (2021)

Table 2: Top Job Postings by 4 Digit SOC – Edinburgh and South East Scotland

Occupation	Job Postings	% of Total Postings
Programmers and software development professionals	5,706	7%
Nurses	3,568	4%
Care workers and home carers	3,440	4%
Other administrative occupations n.e.c.	2,107	2%
IT business analysts, architects and systems designers	1,975	2%
Managers and proprietors in other services n.e.c.	1,953	2%
Chartered and certified accountants	1,795	2%
Sales related occupations n.e.c.	1,650	2%
Customer service occupations n.e.c.	1,610	2%
Management consultants and business analysts	1,450	2%

Source: Burning Glass Technologies (2021)

COVID-19, BREXIT, and the Labour Market

Chart 1: Unemployment Rates (16-64) by Local Authority (%)
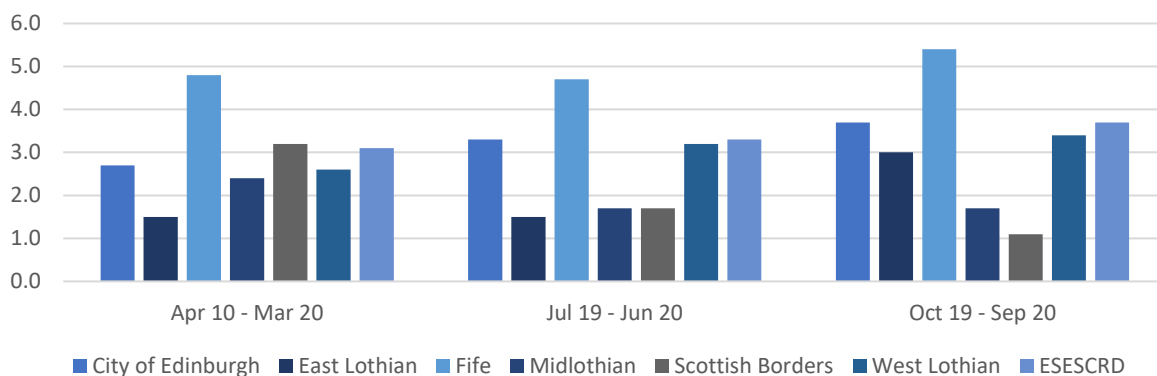
Source: Annual Population Survey (Labour Force Survey)

Chart 3: Number of People on Universal Credit in Edinburgh and South East Scotland (February 2020 – February 2021)
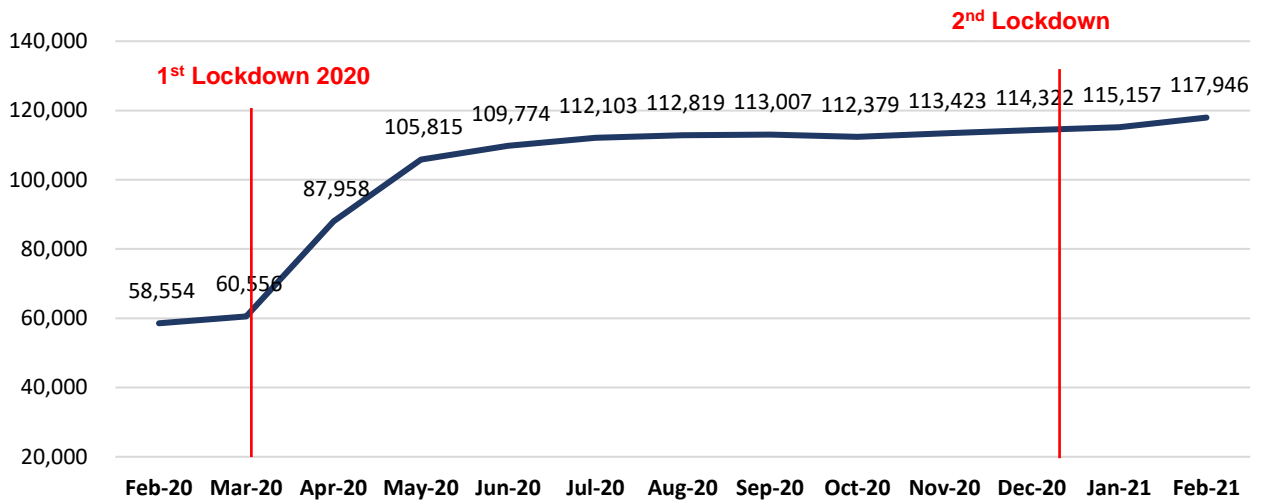

Table 1: Population by country of Birth, December 2019, and June 2020 (Thousands)

Area	EU Total (December 2019)	EU Total (June 2020)
Scotland	234,000	240,000
City of Edinburgh	46,000	47,000
East Lothian	4,000	4,000
Fife	15,000	15,000
Midlothian	5,000	3,000
Scottish Borders	4,000	2,000
West Lothian	12,000	14,000
ESESCRD Total	**86,000**	85,000

Source: National Records of Scotland (2020)

Chart 4: Initial School Leaver Destinations – Edinburgh and South East Scotland (2018/19 and 2019/20)
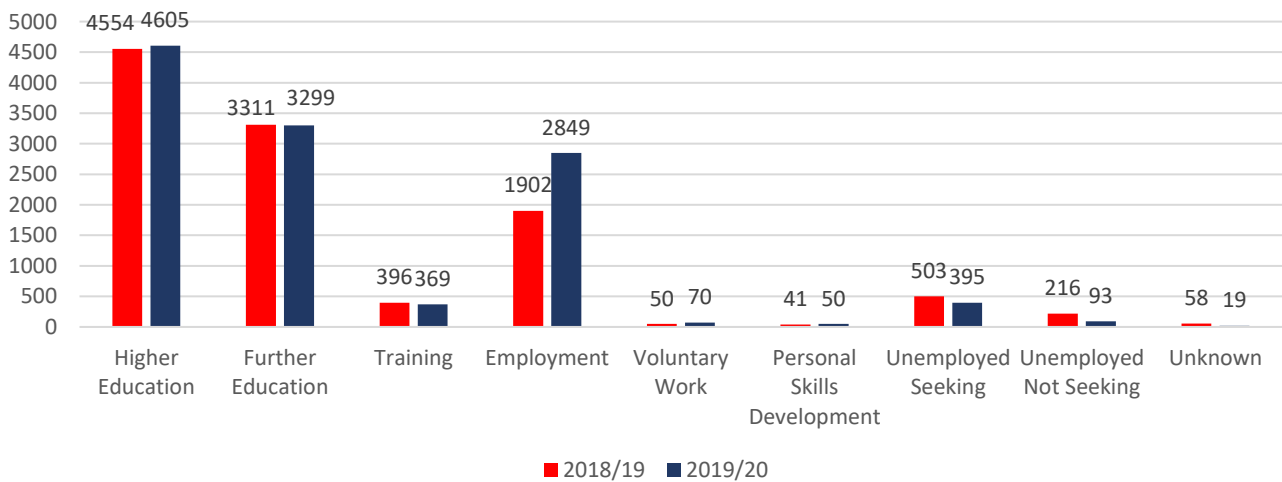
Source: Summary Statistics for Attainment and Initial Leaver Destinations, No. 3: 2021 Edition
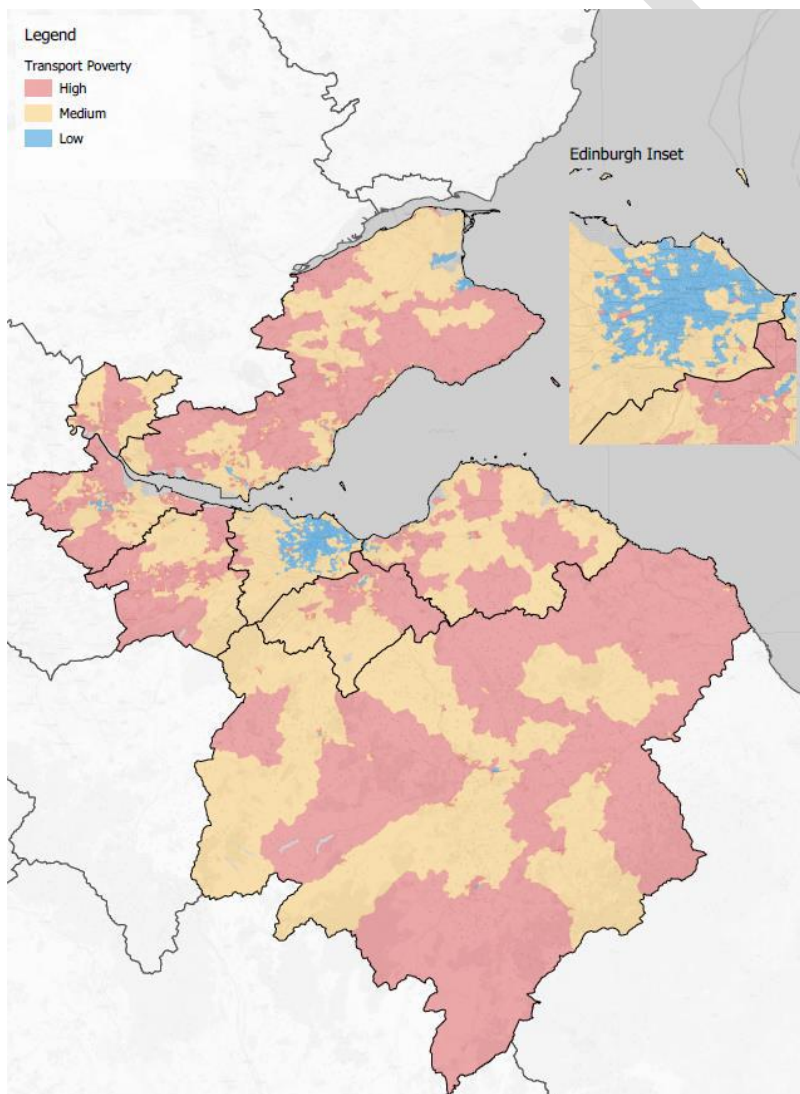
APPENDIX 2

Transport Background

Workforce mobility is a barrier to employability, training and education across the region. It is evident that the transport barrier in Edinburgh & South East Scotland is not solely related to affordability. A number of factors have created a fragmented transport system, such as:

- patronage decline on the bus network since 2010,
- 5% of the population not connected to the public transport system,
- The majority of the City Deal region in medium and high transport poverty (SEStrans RTS Main Issues Report 2020);
- the need for more partnership working within the sector and across transport modes;
- multiple points of travel information,
- a plethora of ticketing structures/subsidies/concessions, and
- the lack of data based route optimisation.

All of these elements have led to multiple barriers that include affordability, accessibility, complexity, integration and declining service provisions. Figure 1 from the SEStran RTS Main Issues Report 2020' highlights the majority of the region being at medium to high risk of transport poverty.

APPENDIX 3

Local Council Area Summaries

City of Edinburgh

Text to be inserted

East Lothian

East Lothian is part of the Edinburgh city region and is located to the east of Edinburgh's suburban edge. The area measures approximately 270 square miles in area, and includes 43 miles of coastline.

East Lothian has a relationship with the wider region, but it offers something different. It has wide variety of high quality built and natural environmental capital and, with countryside and coast, an abundance of leisure tourism opportunities. All this is within easy access of Edinburgh and places East Lothian in high demand as a place to live, work, recreate and to visit. Key characteristics include:

- One of the fastest rates of population growth in Scotland, and the region;

- the lowest job density in the region, with around 50% of the working age population commuting from the area to work across boundaries;

- significant leakage of expenditure across boundaries, particularly from the west of East Lothian to other nearby areas, impacting town centres and equalities;

- significant investment will be required to overcome the transport, education and other infrastructure constraints, including to address climate change targets and effects;

To the west, the communities of the former East Lothian coal field include Musselburgh, Wallyford, Prestonpans, Cockenzie and Tranent. To the east the communities are more dispersed and include Haddington, the areas administrative centre, and North Berwick and Dunbar. Overall, the area has a number of strategic long term and transformational projects and opportunities, which will be a focus of East Lothian's economic recovery and renewal, including:

- Food & Drink Innovation Hub and Edinburgh Innovation Park - adjacent to Queen Margaret University there are plans to deliver a state of the art food and drink innovation facility being the initial phase of a wider Edinburgh Innovation Park supported by partial funding from City Deal. The Hub and EIP will drive company growth, develop existing and sustainable new businesses to access a global market for healthy and functional food;

- ClimatEvolution Zone, including Blindwells New Town and the redevelopment of the former Cockenzie Power Station site – there are plans for strategic shared infrastructure and land remediation here to deliver a significant new town with new regional town centre, and to redevelop the former power station site. Taken together, these projects present significant development potential for a wide range of uses and to create a new low carbon destination and attractor, with delivery supported City Deal;

- Torness Nuclear Power Station site - there will be a need to consider the future of this site as the current generating licence extends to 2030, but an extension to this is not ruled out. Key considerations will be decommissioning the site, utilisation of the grid connection, and future land use where deep water harbouring opportunities exist adjacent to the strategic transport network.

Taking all of this together, there is a need to deliver on the area's strengths and opportunities while helping to address its weaknesses to help ensure that the future of the area can be more sustainable.

Fife

Fife is home to 373,550 people, and over 10,000 businesses. It makes a significant contribution to the Scottish economy with an annual business turnover of around £12,500 million. A peninsula set between the Firth of Forth and Firth of Tay its coastal path and award-winning beaches encircle most of the area. It contains a mix of urban and rural areas, from large settlements to significant areas of undeveloped forest and woodland, including the Lomond Hills. Known around the world as the 'home of golf', Fife offers a total of 48 golf courses.

The Fife Economic Strategy 2017 – 27 identifies eight key economic sectors where Fife has a particular strength or that are growing strongly :

- Energy & Renewables
- Manufacturing
- Finance & Business Services
- Tourism
- Food & Drink (including agriculture)
- Health & Social Care
- ICT and
- Construction

These sectors offer significant opportunities, however, there is also a recognition that Fife continues to suffer from long standing socio-economic issues that limit its economic growth:

- earnings and productivity are lower than the national averages.
- Business start-up rates remain below the Scottish averages.
- There are higher than average rates of youth unemployment and
- Areas of deprivation persist in some parts of Fife (particularly Mid-Fife).

Midlothian

Text to be inserted

Scottish Borders

The Scottish Borders geographically is one and half times that of the rest of the other local authority areas which form the City Region. However, much more than simply size it is the combination of characteristics across the Scottish Borders, which give it its distinctiveness particularly when assessed against the rest of the ESES region:

- rurality and geographic scale;
- significant natural capital
- Strong agriculturally offering (farm to fork)
- Tourist market to support hospitality sector with significant room for growth
- Significant Net-Zero potential
- Resilient communities with strong local identities

However there are areas for improvement

- current deficiencies in both physical and digital connectivity;
- low population densities and demographic challenge (with outward migration of young people and growth projections of numbers of older people among the highest in Scotland);
- weak economic growth and low GVA with relatively high proportions of the workforce in agriculture and fishing, and manufacturing; and

- 3rd most vulnerable region in Scotland

<u>West Lothian</u>

Text to be inserted

Appendix 2 - Regional Growth Framework – Document Rename Options Assessment

Background

In consultation on the Regional Growth Framework with Regional Enterprise Council (REC) and Elected Members (through the EMOC) there has been consistent feedback that the term "Growth" does not convey the correct message for our regional collaborative approach, and should not be referenced in the title of the document or the main "Vision" for the Framework's delivery.

Options Assessment

In response to this a number of options have been considered for renaming the Regional Growth Framework and these are summarised below:

Option	Proposed Title	Discussion
0	Regional Growth Framework	No change – does not meet the requirement set out above to remove references to "Growth".
1	**Regional Prosperity Framework (preferred)**	**"Prosperity" aligns with the feedback from REC and EMOC about the document purpose.**
2	Shared Prosperity Framework	Aligns with future funding opportunity through Shared Prosperity Fund, but may cause confusion as would have same acronym and the aspiration is that the document will have a wider focus than any specific fund.
3	Regional Collaboration Framework	This functions well as an internal working title but is more focused on process than on outcomes.
4	Building Back a Better Region	May cause confusion as not clearly linked to "Regional Growth Framework" but reflects wider thinking around post-pandemic policy. May work as a strapline or section heading.
5	Regional Framework	Covers the two main elements of what the Document is, recognising its broad remit, without focus on one element e.g. Growth, Prosperity, Collaboration.
6	Regional Economic Framework	Whilst the original ambition of the document to cover spatial aspects has been superseded by the emerging Regional Spatial Strategy, the document goes beyond the scope of a traditional economic strategy (including aspects of placemaking and housing) and this is considered too narrow.

Recommendation

It is recommended that Option 1 "Regional Prosperity Framework" is agreed

The options set out above are not exhaustive and could be re-cast slightly e.g. "Regional Framework for x" however there is perhaps merit in maintaining consistency with the current title.

Appendix 3 – Draft Stakeholder list for distribution and targeting of Regional Growth Framework Consultation document

Stakeholder Group	Contact Details	Notes
Regional Enterprise Council	PMO	Ask to promote to networks and sectors.
Scottish Government		
UK Government		
City Region Deal partners		
National and public agencies (e.g. Scottish Enterprise; Visit Scotland; SEPA; Historic Scotland; Creative Scotland; Transport Scotland)		
Chambers of Commerce – collective and individual		
Federation of Small Businesses		
HE/FE Consortium		
ESESCRD Thematic Boards		
Community Councils		
Local Tourism Partnerships		
Industry / Representative Bodies e.g. CBI, SCDI, Homes for Scotland, etc		
Relevant Professional Bodies e.g. EDAS, IED, RTPI, CIH, etc (as appropriate)		
Trade Unions		
Sustrans		
Spokes		
Friends of the Earth Scotland		