

DEPARTMENT OF CITY DEVELOPMENT

Subject: Work and Enterprise Board

Officers 4697

Ext:

Date: 19 April 2018

Location: Room 1.1 Dundee House

File Ref:

Present: Mike Galloway, DCC (Chair)
 Alison Henderson, Dundee and Angus Chamber of Commerce
 Councillor Lynne Short, DCC
 Councillor Richard McCready, DCC
 Gregor Hamilton, DCC
 Rory Young, DCC
 Allan Millar, DCC
 Gill Simpson, Scottish Enterprise
 Shona Johnston, University of Dundee
 Lorna Edwards, Abertay University
 Karen Donaldson, Dundee & Angus College
 Evonne Boyd, Skills Development Scotland
 Julie Farr, DSEN
 Wendy Third, Health & Social Care Partnership
 Niall Gardiner, TACTRAN
 Jane McEwen, DWP
 Caroline Warburton, VisitScotland

Apologies:
 Peter Allan, DCC
 Alastair Cameron, DSEN

Item 1

Jennifer Caswell, DCC
 Alan Graham, Perth & Kinross Council

Item		Action	By Date
1	INTRODUCTION		
1.1	Mike Galloway welcomed attendees and invited introductions.		
2	TOURISM		
2.1	Alan Graham, Lead Officer for the Tay Cities Regional Tourism Group, presented to the group on the regional tourism approach. Alan highlighted the rationale for intervening at a regional level including the opportunity to spin out the benefits of V&A across the region and better align resource across partners and make support for the sector more joined up. Strategic drivers include national strategy (Tourism 2020), Tay Cities Deal and the associated regional economic strategy.		

- 2.2** In terms of performance, most businesses are based in Perth and Kinross but growth is strongest in Dundee driven by a rise in accommodation and food services. The sector employs 26,200 regionally across 2,455 businesses. The region attracts 1.5 million visitors with £359m spent by staying visitors and £429m spent by day visitors.
- 2.3** Seasonality is an issue for the sector, particularly, outside the main urban centres, with occupancy rates of 66% for Tayside compared to 71% for Scotland.
- 2.4** A number of Tay Cities project proposals were highlighted including Perth Cultural Transformation, Hospitalfield, Dundee Maritime Heritage Centre, DCA 20, Discovery Point, Comic Centre, Tay Adventure and Dundee Cruise Terminal.
- 2.5** Work is progressing on Regional Tourism Destination Development. There has been a particular focus on marketing activities including raising awareness amongst travel media and engaging travel trade through events like VisitScotland Expo, Business Development Missions and Tour Operator visits.
- 2.6** Jennifer Caswell provided an overview of the Regional Tourism campaign – Scotland’s Tay Country. The campaign is segmented into a number of “designed for” messages – design lovers, thrill-seekers, punks etc “designed by” messages - mother nature , Vikings etc and “designed to” messages – enchant, buckle wheels etc. It aims to encourage visitors to plan longer trips to the Tay Country.
- 2.** Jennifer also outlined Dundee’s own Tourism Strategy focusing on the vision, target markets, and forecast for growth in jobs & visitors. The strategy includes a number of underlying work areas including leading a tag team to respond to travel media / trade, relationship building with national and international bodies and digital media content planning. The impact of engaging with digital influencers / bloggers whose reach through Youtube / Twitter and other channels is so much greater than traditional media was highlighted. Jennifer also highlighted the wider PR work of the “One City Many Discoveries campaign”.
- 2.8** £30K has been sourced through the Cultural Tourism Fund to develop new ideas. In terms of products a Cultural Tourism Business Guide has been produced alongside 99 Things to Do in Dundee, a Leisure Card as well as commitment to a number of Events & Festivals. Work to prepare the City for visitors is also ongoing including improved signage, airport / cruise activity, promoting world host destination status and enhancements to coach parking. Tourism businesses are being supported through innovation

- workshops, breakfast briefing and a Tourism Conference.
- 2.9** Raising awareness of job opportunities and careers in tourism and related industries is another key area of work / A schools programme is in place to deliver world host training, brief head teachers, and introduce chef mentors. Dundee and Angus College are active in delivery of events and courses to support those seeking to enter the sector with as many as 8000 jobs expected over the next decade.
- 2.10** Partnership is a key driver of the work ongoing with Dundee Tourism Action Group (DTAG), Dundee and Angus Visitor Accommodation Association (DAVAA) and the East of Scotland Tourism Partnership key contributors to this.
- 2.11** Julie Farr enquired about opportunities for Social Enterprises in the sector and JC highlighted that an Innovation workshop targeting social enterprises had taken place, DSEN are represented on DTAG and that the wider suite of workshops are open for social enterprises to take part in.
- 2.12** Niall Gardiner enquired about travel to the area. JC indicated that the GoTo website is promoted through Dundee.com and that engagement is taking place with Scotrail / Caledonian Sleeper. ABC card has also been developed to make travel easier.
- 2.13** Alison Henderson asked about Hotel Bedroom Study findings. Mike Galloway indicated that this had been updated and had identified that there is sufficient market demand for the hotels currently in the pipeline but that further developments should await opening of V&A and actual numbers coming through albeit the planning system cannot prevent developers coming forward with proposals.

3 MINUTES OF PREVIOUS MEETING

- 3.1** The minutes of the previous meeting held on 1st December 2017 were agreed.

4 TAY CITIES DEAL (TCD)

- 4.1** Mike Galloway provided an update on the ongoing Tay Cities Deal negotiation. Discussions are ongoing with both governments to encourage them to commit to a good deal. Regional partners are clear that this should be a negotiation and not a take it or leave it deal. Timescales remain uncertain for agreeing Heads of Terms but this not expected until at least 4 weeks after a Stirling / Clacks deal has been announced. Engagement with projects leads is ongoing to prepare them for the next stage of producing full business cases once the Heads of Terms are in place. The new Joint committee is fully established and has met twice. The 4

local authorities are continuing to explore avenues for greater collaboration

6 PERFORMANCE REPORTING

- 6.1 Rory Young provided an overview of the performance management arrangements that are in place using the Council's Pentana Reporting system and encouraged those with actions and performance indicators to report against to submit their updates timeously.

7 WORK AND ENTERPRISE THEME GROUPS

- 7.1 Rory Young presented a paper highlighting the range of operational groups that operate beneath the formal structure of the Executive Boards with a view to considering options for consolidation. It was agreed that it was important to maintain formal links between the Dundee Partnership Employability Group and the Executive Board but that other operational groups should sit outside the formal structure. It was agreed that operational leads would be called to give evidence to the Board on a thematic basis as and when considered appropriate by Board members. It was noted that steps had already been taken to streamline groups with the termination of the Local Economy Monitoring Group and plans for the Employability Oversight Board to pass on strategic oversight of employability to the Work and Enterprise Board. In general, it was agreed that other groups and meeting should take place where they have a clear purpose and not just because a group has been long-standing.

8 COMMUNICATION

- 8.1 Alison Henderson highlighted the importance of having clear mechanisms for communicating information of relevance to partners. It was agreed that, wherever possible, use of the Dundee Partnership Bulletin (managed by Paul Davies) would provide an efficient and effective channel and should be utilised as appropriate.

9 KEY DEVELOPMENTS

9.1 Infrastructure

Niall Gardiner reported that work to commission a transport model has commenced. This will assist with the evaluation of proposed Tay Cities Deal and other transport projects.

9.2 Sector Development

Mike Galloway reported that the next Dundee Economic Summit would take place in June (27th) and would have both a local and regional focus, reflecting the close cross boundaries working that has evolved from the Tay Cities Deal process. It will also provide an opportunity to focus on successful young entrepreneurs in 2018 the Year of Young People.

9.3 Skills and Employability

9.3.1 Allan Millar and Evonne Boyd highlighted an employability event entitled “No One Left Behind” to take place on 31st May with a focus on greater integration between services.

9.3.2 Karen Donaldson provided an update on the apprenticeship levy with 39 companies engaged so far from a target of 44 and 1500 individuals upskilled. The deadline has been extended to end of June with delivery to take place by end of September.

9.3.3 Evonne Boyd provided an updated on work to address the participation measure issue discussed at the previous Board meeting and advised that the Employability Group is taking this forward. Work is ongoing to address unconfirmed status issue. School leaver destination figures are encouraging.

10 FUTURE AGENDA ITEMS

10.1 It was agreed that the next meeting of the Board should have a focus on innovation and work to raise regional productivity levels. It was agreed that this session should be organised jointly by Shona Johnston (Dundee University) and Lorna Edwards (Abertay University) and should focus on the contribution of the respective Universities to the local/regional economy through existing research / innovation / commercialisation activity and what is proposed as part of the Tay Cities deal.

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11 ANY OTHER BUSINESS

11.1 None.

12 DATE OF NEXT MEETING

12.1 August 15th, 2 p.m., Room 6.1, Dundee House

Copies to: Work and Enterprise Board Members a

Signed: Rory Young

18th June 2018

Date: _____