



## **REPORT TO INFRASTRUCTURE SERVICES COMMITTEE – 16 MARCH 2017**

### **ECONOMIC DEVELOPMENT PRIORITIES 2017-2021**

#### **1 Recommendations**

**The Committee is recommended to:**

- 1.1 Consider and approve the Economic Development Priorities and Action Areas, attached as Appendix 1 to this report, which have been revised to reflect comments made by Area Committees and other stakeholders;**
- 1.2 Seek the Service to undertake a mid-term review of the Priorities and Action Areas in 2019.**

#### **2. Background and Discussion**

- 2.1 The Council's current Economic Development Strategy has run from 2011 to 2016. A report on the achievements of this Strategy and related action plans was agreed by this Committee on 12 May 2016 (Item 16). The provisionally approved North East Regional Economic Strategy was adopted by Council on 16 December 2015 (Item 3, Page 1108).
- 2.2 The Regional Economic Strategy (RES) titled "A 20-year vision for the Well-being of the Place and Our People", provides a long term plan for the economic development of the North East of Scotland to 2035. Members will recall that this Committee approved Aberdeenshire Council's adoption of the Regional Economic Strategy objectives and agreed to adopt the regional economic objectives on 16 June 2016 (Item 12) as part of the Action Plan. The Committee also provided comments on the draft Economic Development priorities, and authorised officers to seek comments on these draft priorities from all the Area Committees, prior to the development of an Action Plan to be approved by this Committee.
- 2.3 This report sets out the Economic Development Priorities and Action Plan for the Council for the period 2017-2021 at Appendix 1. The plan reflects the work to be undertaken by the Economic Development Service and where the service will work with other services to promote and support our economy – to promote the Council as being Open for Business. The priorities reflect changes in the nature of the regional economy and revised Council priorities including regeneration, a transition towards a low carbon economy and a circular economy and Climate Change. It outlines the framework within which the Economic Development function operates to support delivery of the City Region Deal (CRD), Opportunity North East (ONE), delivery of European Funding Programmes and the Council's priorities in areas such as regeneration, sustainable development and employability, as identified in the 2016 – 2019 Infrastructure Services Service Plan, February 2016.

- 2.4 A summary of Area Committee comments is attached to this report at Appendix 2.
- 2.5 The Head of Finance and the Monitoring Officer within Business Services have been consulted and are in agreement with the contents of this report.

### **3 Scheme of Governance**

- 3.1 The Committee is able to consider this item in terms of Section F1.1 of the List of Committee Powers in Part 2A of the Scheme of Governance as it relates to the approval of resources to support Economic Development.

### **4. Equalities, Staffing and Financial Implications**

- 4.1 An Equality Impact Assessment is not required at this stage as an Impact Assessment was carried out for the Regional Economic Strategy. A further review of the need for an assessment will be carried out when the Action Areas are agreed.
- 4.2 There are no immediate staffing implications arising from this report.
- 4.3 Given ongoing pressures on the Council's budget the Action Plan has been written with the expectation of tighter and more constrained budgets. Therefore the delivery of the Action Areas will have staffing and financial implications and work that is not included in the Action Plan is likely to be stopped or phased out by the Economic Development Service.

**Stephen Archer**  
**Director of Infrastructure Services**

Report prepared by Roddy Matheson, Service Manager, Industry Sectors  
Date: 20 February 2017

Appendix 1

# **Aberdeenshire Council Economic Development Action Plan 2017 – 2021**



Draft - March 2017



## Introduction

Economic development is about facilitating the conditions for economic growth.

In 2015 Aberdeenshire Council endorsed the North East Regional Economic Strategy.

There are four key strands to the strategy: Investment in Infrastructure, Innovation, Inclusive Economic Growth and Internationalisation. The ambition is to build on our reputation as an international operations base for oil and gas and to become a world-leading offshore technology base while at the same time broadening our economic base by supporting our other economic sectors of tourism, food and drink, fisheries, agriculture, life sciences and the creative industries.

This action plan sets out how Aberdeenshire Council will work to support the delivery of the Regional Economic Strategy. We have consulted with the six Aberdeenshire Council Area Committees and the Infrastructure Services Committee to ensure all areas of Aberdeenshire are considered. In addition we have discussed the areas of greatest focus with our partners who we work with to deliver the Regional Economic Strategy.

The Economic Development Service is in place to work with businesses, communities, individuals, industry groups and partners to support the economic development of Aberdeenshire. The great majority of the actions in this plan will be developed and led by the Council's Economic Development service. Many services within the Council also work with businesses and are key to helping our wider economic development aspiration. These are for example providing commercial property, regulation through planning, trading standards, or environmental health licencing, or through ensuring our schools support young people with the correct skills, or that the quality of life is the best through quality sports, leisure, arts, cultural and heritage facilities.

The Scottish Regulators' Code of Practice was introduced in 2015 applies to all bodies with a regulatory function, including Councils. The Code of Practice seeks to support Regulators in adopting an enabling approach, applying the five principles of (1) better regulation of transparency, (2) accountability, (3) consistency, (4) proportionality and (5) targeting where needed to help business and regulated bodies comply, grow and bring benefits to local communities. These principles are embedded in Aberdeenshire Council's approach to supporting enterprise.

Given the Regional Economic Development Strategy's emphasis on diversification it is vital that all services of Aberdeenshire Council promote the message that we are Open for Business. In order to support and ensure this, the Economic Development team will work across the Council to ensure our approach that **Aberdeenshire is Open for Business**.

An annual report on progress will be presented each year and a mid-term review of the Action Plan will be undertaken in 2019.

## Themes

The themes that have emerged as part of this plan are aimed at the areas in which the Council will:

- Have greatest influence using the existing Council resources

- Have greatest effect on economic development of the area
- Have greatest opportunity to find match funding or partners to work on its delivery

## **Aberdeenshire Council's Economic Objectives 2017 - 2021**

**1. *Investment in Infrastructure*** The North East of Scotland is a robust and resilient economy providing a vibrant built environment and attractive place for residents, students, business and tourists:

- To regenerate our towns to become vibrant and attractive places to live, work and invest in.
- To unlock development potential and connectivity to international markets and allow the UK to maximise economic recovery while improving quality of life and attracting and retaining talent in the region.
- To regenerate our northern towns and overcome rural peripherality.

**2. *Innovation*** The North East of Scotland has a reputation for enterprise, innovation and world class solutions:

- To enhance the transformation of our position as a major offshore operations centre in oil and gas to an international innovation and technology base.
- To maximise the potential of hydrogen, energy from waste and other renewables technologies to develop a medium-long term demand for the transferrable skills in the oil and gas sector.
- To provide business and innovation support to entrepreneurs/ business start-ups and existing businesses and support access to capital.

**3. *Inclusive Economic Growth*** A skilled workforce for the future that provides opportunities for all our people and a skills system that delivers the economic vision for the North East of Scotland. Barriers to employability and jobs are lowered:

- To develop the people and skills necessary to deliver the economic development of the region and as a result to support diversification of businesses and the economy
- To ensure that the North East of Scotland is a great place to be – as a visitor, worker, entrepreneur or resident;
- To attract the best possible range of incoming exhibitions and showcase the city and region's internationally recognised arts, heritage and culture offer.
- To invest in our workforce, particularly our young people, develop our future workforce and ensure all of our people benefit from economic activity.
- To ensure there is access for all employers to qualified labour.
- To maximise growth opportunities that capitalise on outstanding assets in golf, nature, culture and heritage and support growth of our indigenous industries.
- To empower communities to help themselves by working with the Third Sector.

**4. *Internationalisation*** The North East of Scotland is a location of choice for investment, high value business activity and skills:

- To improve the attractiveness of the area for international trade and investment.
- To support companies in all key sectors to identify market opportunities and develop products and services to grow sales in international markets.
- To strengthen the region's network of international relationships and partnerships to attract EU funds in areas of research and policy that supports economic growth.

## Economic Development Action Plan 2017 - 2021

### Leadership & Partnership Working

Theme 1: Leadership & Partnership Working
<b>Overview</b>
<p>The Council's role in economic development is to ensure we provide opportunities for our businesses and communities to grow economically, while at the same time as ensuring our social well being and infrastructure fabric is supportive to businesses.</p> <p>Partnership therefore is vital to ensure we work for the common goal and ensure our resources are used to maximise the best outcome.</p>
<b>Actions</b>
<p>Participate fully with our partners on the ONE Board and Regional Advisory Board and relevant sub Boards</p> <p>Work closely with neighbouring local authorities to deliver the Regional Economic Strategy priorities</p> <p>Work with our partners to deliver the City Region Deal and related Government Investment in Oil and Gas, Life Sciences and Food and Drink Technology Centres.</p> <p>Work with stakeholders to deliver access to affordable world class fibre infrastructure to industrial estates and commercial areas in the City Region Deal area.</p> <p>Support work being undertaken to improve the transport and affordable / mid-market housing infrastructure of the region</p> <p>Work with relevant Council services to provide training and understanding of services roles to ensure Aberdeenshire is Open for Business</p>

### Business Support & Growth

Theme 2: Business Support and Growth
<b>Overview</b>
<p>The small and medium sized businesses of Aberdeenshire are at the core of our economy and at various points in their development they may require support and advice from the Council or our partners.</p> <p>Business Gateway is a publicly funded national service delivered locally which provides access to free business support services. Aberdeenshire Council is the lead authority in the North East to ensure the delivery of this service. This is a contracted service which is currently provided by Elevator, who give assistance and impartial advice to people starting or growing their business</p>
<b>Actions</b>
<p>Deliver schemes, including the Support for Aberdeenshire Business Support scheme, to offer financial assistance to individual businesses in order to support the expansion of our indigenous Aberdeenshire companies.</p> <p>Review the SAB scheme by September 2017 to reduce grants paid by the scheme, in order to fund the First Employee Grants Scheme (FEGS).</p>



Deliver a new First Employee Grant Scheme, which each year will offer up to 25 Aberdeenshire businesses support in taking on their first employee.

Introduce a new Business Loans Scotland fund and distribute £100k in loans to SMEs before December 2018.

Provide management of the Business Gateway programme in the North East which assists start-up and growing businesses. Through this Business Gateway activity, assist 1,000 new starts in the North East per annum.

Assist other Council services with analysis of business plans and completing consultations on planning applications. We will complete up to 12 consultations/ analysis of plans per annum.

Train local businesses in tendering for contracts from the Councils and other large contractors to increase opportunities and success. We will deliver 10 business advice/training events per annum with the City Council and the Central Procurement Unit.

## Industry Support & Growth

Theme 3: Industry Support & Growth	
Overview	
<p>Aberdeenshire has long been an important area for rural and maritime industries.. The Council maintains high level contacts to ensure that lobbying is targeted and well informed and that these industry sectors are supported when required.</p> <p>Initiatives in primary and secondary food production and processing are supported and encouraged to ensure growth and diversification.</p> <p>Energy will remain the largest industry in the region during this action plan period and the Council will work with the industry and trade bodies to help maximise the supply chain opportunities for locally located businesses.</p> <p>Tourism is a fast growing sector and with the creation of VisitAberdeenshire and increased week day bed availability, the region has a great opportunity to improve visitor footfall to the area and its attractions.</p>	
Actions	
<p><b>Fishing, Agriculture, Food and Drink</b></p> <p>Support the Fisheries Industry through delivery of the North East Scotland Fish Processing Strategy and seek to work on support in the context of the UK's decision to exit the EU. The strategy envisages the creation of a fish processing centre of excellence which will be reflective of 21<sup>st</sup> century standards and flexibility requirements.</p> <p>Support the Agricultural and Forestry industries through delivery of the recommendations of 'The Land-based Industry in NE Scotland – Facing the Future, and in the context of the UK's decision to exit the EU'.</p> <p>Support the delivery of the Scotland Food and Drink Strategy (October 2013) and its successor strategy to maximise opportunities in Aberdeenshire.</p>	

Partner with and support the work being led by Opportunity North East (ONE) to develop the food, drink, agricultural and fisheries sectors.

Continue to support initiatives which promote healthy food, reduces the carbon footprint of food production, and to encourage a circular economy to reduce waste.

### **Tourism**

Support the industry through supporting and funding the work of Visit Aberdeenshire, in supplying targeted marketing and business development assistance to the industry along with improving the visitor experience through the promotion of initiative such as World Host and accommodation grading standards..

Continue to engage with and support individual businesses growing or seeking to enter into the industry.

Carry out, with partners, a mid-term review of the Regional Tourism Strategy in 2017.

Continue engagement with the Cairngorms National Park Authority to support their tourism strategies and plans for the Park economy.

Continue supporting the work of the Film Office, which promotes the area as a location for still and moving image photographic productions.

### **Energy**

Support the sector through lobbying, promoting Aberdeenshire as a place to invest in, do business and live in and assisting smaller businesses attend trade shows in the UK (Offshore Europe) and overseas, primarily at the Offshore Technology Conference in Houston (annually) and at Offshore Northern Seas in Stavanger (alternate years).

Support the work to diversify the energy industry via the City Region Deal and the Oil and Gas Technology Centre.

Support inward investment into and the promotion of Energetica as the Energy Corridor for the region.

Participate in planning and actions to maximise decommissioning opportunities arising from the oil and gas industry

We will work with our partners and ports to promote and support their efforts to attract work for offshore renewables and decommissioning.

## **Community Support & Growth**

### **Theme 4: People & Community Support and Growth**

#### **Overview**

Supporting our communities to help themselves is a key part of the work of the Council. Community Economic Development support is designed to support communities who want to deliver real economic change for their area through building capacity, supporting social enterprises and the third sector.

Aberdeenshire Council has in recent years, seen an increase in demand for supporting people into or back into employment or training. This means helping to develop skills, providing one to one advice and support of our employability services.

Our town centres are often at the heart of our communities, providing access to local services, retail and transport networks. The high street is changing rapidly aligned to changing ways of accessing services and shopping online. Aberdeenshire Council needs to support our town centres and in 2016 signed up to the Town Centre First Principle.

With the reduction in budgets for core services and communities, and the emerging change to the funding landscape from the European Union, it is important we consider how to support Council services and community groups access external funding and sponsorship opportunities.

### **Actions**

#### **Community Economic Development**

Continue to support and encourage capacity building to improve the sustainability of communities through community-led economic activity. Up to six eligible community asset transfers will be assisted each year.

Focus rural partnerships as community-led bodies that will support local groups in the development of community economic development projects

Continue the development of the rural partnerships and assist one a year to gain a new source of income.

Support Social Enterprises in line with the Scottish Government's new Social Enterprise Strategy, through continued support to rural partnerships, through business support activity and through investigating the formation of an Aberdeenshire-wide social enterprise support body.

#### **Employability**

Aim to create an Employability single point of contact in the Council to help internal and external clients gain the most appropriate support. Continue the close working with partners across the north east to draw down funding and offer employability services to reduce the number of people in Aberdeenshire on benefits.

Work with partners across the Council to support the Developing Young Workforce (DYW), initiative to reduce the percentage of young people leaving school without positive destinations.

Target getting 50 individuals into permanent work per quarter through job clubs, digital training, one to one support and other interventions.

Co-ordinate actions to ensure that Community Benefit Clauses are used successfully by the Council to assist people into work.

Promote awareness and work with partners in the delivery of a North East Skills Strategy addressing the needs of regional employers.

#### **Towns**

Provide expertise to business groups and area teams on town centre interventions, best practice and Business Improvement Districts to aid the rejuvenation and sustainability of

our town centres. Assist two towns per annum with support to help the sustainability of their town/village centre.

Promote and work with Council services to ensure the Town Centre First Principle is applied in decision making

### **External Funding**

Explore the advantages of creating an external funding unit to support the Council and its communities to access funding and sponsorship opportunities.

Engage with agencies responsible for any successor funding schemes following the UK's exit from Europe, which may be developed within the UK and which could benefit Aberdeenshire.

Deliver the allocated funding from the European Social Fund and the European Regional Development Fund including managing the delivery and monitoring of regional LEADER and fisheries programmes.

Where possible, work to influence negotiations on the UK's decision to exit the EU to maximise the benefits to Aberdeenshire.

## **Investment & Regeneration**

### **Theme 5: Investment & Regeneration**

#### **Overview**

The Regeneration Strategy for Aberdeenshire, "From Strategy to Action: Developing Excellence in our North Coast Communities", 2016, focuses on our four northern towns of Banff, Macduff, Fraserburgh and Peterhead. The opportunities and assets of these towns will be capitalised on.

Inward investment is a key element of economic development and can be from home based growth, company relocations from within Scotland and the UK or foreign direct investment. Being able to promote and direct enquiries to the appropriate locations is vital. .

#### **Actions**

##### **Regeneration**

Deliver the Regeneration Strategy for Aberdeenshire, as approved by Infrastructure Services Committee on 17 March 2016, which concentrates regeneration effort in the four towns of Banff, Macduff, Fraserburgh and Peterhead.

The four Regeneration Action Plans have many targets within their Plans and these will be reported to Area, Infrastructure Services and Policy & Resources Committees.

Support partners in the delivery of the approved and emerging National, Regional and Local Transport Strategies in building a transportation infrastructure that is supportive of the needs of business in the area and delivery of the City Region Deal investments.

Assist colleagues to deliver an efficient planning system and contribute to consideration of Major Applications and others of economic significance.

Continue to work with Digital Scotland to help ensure effective delivery of the Rest of Scotland broadband infrastructure upgrade programme in Aberdeenshire (now extended until December 2018).

#### **Inward Investment**

We will work with our partners including Aberdeen City Council and Scottish Development International to develop a co-ordinated approach to attracting and securing inward investment opportunities

Promote Aberdeenshire as a key location for energy, tourism, food, drink and agriculture and land based industries

Promote Energetica as a key location for investment opportunities in the energy and decommissioning industries

Promote our regeneration towns as key locations for investment for fisheries, tourism and marine industries

Promote the travel to work area of Aberdeen as inward investment opportunities for innovation and technology industries tying in the City Region Deal investments

## **Low Carbon Economy, Health, Equality, Quality of Life**

### **Theme 6: Low Carbon Economy, Health, Equality, Quality of Life**

#### **Overview**

The state of the environment is of concern to all: now and for the future residents of Aberdeenshire. The Council is demonstrating leadership in adopting technologies and changing behaviours to reduce the Council's own climate change emissions, reduce energy and waste, promote biodiversity, encourage active travel and better use of technology.

We can also help businesses respond and take the business opportunity to work towards a low carbon economy and enhancing quality of life through best practice, design, and innovation.

#### **Actions**

##### **Sustainable Development & Climate Change**

The Council will work to reduce its climate change emissions through the delivery of a Council Carbon Budget, Sustainable Energy Action Plan, revised Climate Change Action Plan and Environmental Policy.

Support the protection and improvement of our natural and historic environments for both their own sake and for future generations to enjoy.

Continue to promote sustainable energy practices based on the principles of minimising demand through efficient design and minimising environmental impact

Promote the area's energy needs being met with sustainable local solutions before considering national or international options.

Build on the work being done in Sustainable Food Regions, Positive Procurement, Buy Local, the reduction of waste and the promotion of locally produced renewable energy in pursuit of the principles and delivery of a circular economy.

Continue to support the promotion and adoption of energy reduction and energy management policies and technologies and support the promotion and adoption of appropriate renewable energy technologies which will contribute to the Council and Aberdeenshire transitioning towards a low carbon economy.

#### **Quality of Life and Promotion**

Continue to support initiatives which promote Aberdeenshire as a place to live work and invest in and promote the natural, built and preserved heritage assets of the area.

Contribute to the design and delivery of marketing material, publications and exhibition material in support of the Council's presence at industry, trade and other relevant events.

Engage with stakeholders to support their marketing activities relating to the benefit of doing business in Aberdeenshire.

Compile an Annual Review of Economic Development Activity in order to lead on communicating the work of Economic Development and raising awareness of business engagement initiatives, grant schemes and other funding opportunities.

Work with partners, including Scottish Enterprise, Aberdeen City Council, VisitAberdeenshire and VisitScotland on targeted initiatives promoting Aberdeenshire as a location for events of regional, national and international significance.

Work with Council services and partners to promote the economic opportunities that sport and leisure activities and facilities provide alongside promoting the benefits of healthy working lives.

Address: Economic Development  
Woodhill House  
Westburn Road  
Aberdeen AB16 5GB

Website: <http://www.aberdeenshire.gov.uk/business/support-and-advice/>

Phone No: 01467 539899

Email Add: [econdev@aberdeenshire.gov.uk](mailto:econdev@aberdeenshire.gov.uk)

## SUMMARY OF COMMENTS FROM AREA COMMITTEES

## Appendix 2

### Kincardine & Mearns – 30 Aug 2016

Item No	Comment	Observations by Officers
<b>KMAC 1</b>	Ensure that a clear benefit is understood before agreeing to send delegates to conferences.	Where possible, these will be identified to elected members prior to events
<b>KMAC 2</b>	<b>Energy –</b> a. ensure consideration is given to the diversity of the energy industry and renewables and include, for example, offshore and tidal energy, b. Not to abandon North Sea activity which is still seen to have a future as does the concept of anchoring skills as a centre of expertise.	(a) Both renewables and fossil fuel energy sources are included in the plan  (b) As the North Sea accounts for over half employment in the region, this will continue to be a focus of attention for ED
<b>KMAC 3</b>	<b>Tourism –</b> a) give consideration to culture, b) Encourage hotels and hospitality businesses to strive for the best quality possible.	(a) Will be done in conjunction with E&CS (b) This will be delivered by Scottish Enterprise and VisitAberdeenshire as appropriate
<b>KMAC 4</b>	1. <b>Employability</b> – As well as working with partners across the Council to support Developing Young Workforce initiatives include external partners.	This is and will continue to be done
<b>KMAC 5</b>	<b>Communities</b> – Support should be given to community broadband initiatives.	The Council will signpost communities to sources of help



<b>KMAC 6</b>	Transportation was seen as vital with particular reference to rail travel to Aberdeen City from the outlying settlements, Newtonhill was one example given.	A NESTRANS/AC responsibility
<b>KMAC 7</b>	Furnish the Kincardine and Mearns Area Committee with the findings of the fish processing study.	Already actioned
<b>KMAC 8</b>	<b>Regeneration</b> – to make the case for continuing work and funding in the southern coastal regeneration area in the Mearns.	The Council's Regeneration Strategy was approved 17 March 2016 and concentrates regeneration work on the four northern towns.

#### GARIOCH AREA COMMITTEE – 23 Aug 2016

<b>Reference</b>	<b>Comment</b>	<b>Observations by Officers</b>
GAC 1	Would like to see an objective relating to the transition to a low carbon economy and for discussion to take place with the business and energy sectors. This could sit under 1.1. Energy, 3 Business Support or 8 Sustainable Development and Climate Change.	An event to promote this theme will be investigated
GAC 2	GAC1 was endorsed by other Councillors on the basis that the objective was not too prescriptive.	Noted
GAC 3	Work needs to be done to support and assist the hotel industry in rural areas where businesses are closing down making it difficult to find tourist accommodation in the North East.	Marketing – VisitAberdeenshire Quality - VisitScotland
GAC 4	Some specific objective about regeneration in rural areas is required to ensure that all resource is not targeted to large settlements.	The Council's policy is to concentrate on the 4 Northern Towns
GAC 5	Consideration should be given to further promotion of golf tourism.	This is part of VisitAberdeenshire's remit

GAC 6	The difficulty of funding driving lessons and the long waiting lists for tests was considered to be a barrier to young people becoming employable. It was suggested that the potential for the Council to assist with this should be investigated.	The Employability team considers each case on its merits
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#### MARR AREA COMMITTEE – 16 Aug 2016

Reference	Comment	Observations by Officers
MAC 16.08.16 (a)	Activity in relation to culture and the arts should be explored.	This is undertaken with colleagues in EC&S
(b)	The value of shooting and river fishing should be recognised.	This is included in the Rural & Maritime Support Executive's remit
(c)	The Council should ensure it continues to work with other tourism partners.	It will continue to work with VA/VS/SE and others as appropriate
(d)	There should be a clear commitment to maintaining links with Europe regardless of the outcomes of Brexit.	This is a matter for Policy Committees
(e)	Reference should be made to Area and Rural Partnerships.	These will be specifically mentioned in the Action Plan
(f)	It would be helpful to have feedback on progress in relation to ONE and Visit Aberdeenshire.	Reports to Council are scheduled every six months from both organisations

**Formartine Area Committee – 30 Aug 2016**

Reference	Comment	Observations by Officers
FAC 30.08.2016	<p>The Committee provided the following comments:-</p> <p><b>Energy</b></p> <p>(a) The Energy section is currently Oil &amp; Gas based. This should be widened out and should include Renewables,</p> <p>(b) The Energy section should include the issue of transition to a low carbon economy as a priority,</p> <p>(c) In terms of promotion, Aberdeenshire Council should be striving to create a greater awareness on a larger geographical basis,</p> <p>(d) Innovations by companies such as Statoil could be an opportunity for the Energetica corridor,</p> <p><b>Food and Drink</b></p> <p>(e) The Food and Drink section should also include details of the engagements with the industry out with ONE, for example the emerging breweries sector,</p> <p>(f) The Food and Drink section should cross-reference the Agriculture and Fishing section,</p> <p><b>Tourism</b></p> <p>(g) Aberdeenshire Council is currently working on a day visitor basis but there was an opportunity to work with the private sector, for example the international breweries in the area could attract international visitors,</p> <p><b>European Services</b></p>	<p>(a) All aspects of the energy mix will be covered as appropriate</p> <p>(b) The Council will have limited influence so an event to promote the issue will be investigated</p> <p>(c) This is part of the competitive place agenda within the City Region Deal</p> <p>(d) This has been recognised and is being used as part of an “attractor” proposition</p> <p>(e) and (f) – ONE is jointly leading on food &amp; drink with Aberdeenshire Council – all parts of the primary and secondary production supply chain are included</p> <p>(g) VisitAberdeenshire’s activities are targeting longer dwell times by visitors to the area.</p> <p>(h) This matter would be determined by a Policy committee</p> <p>(i) Agreed – comments to be relayed to NESTRANS</p> <p>(j) This work could be undertaken by Area Manager’s Project Officers</p>

	<p>(h) The European Services section should include reference to continued engagement with rural and maritime bodies,</p> <p><b>Business Support</b></p> <p>(i) In considering Transport Strategies, this is crucial for the Formartine area in terms of the proposed Buchan / Formartine rail line, A90 road improvements and the A974 strategy,</p> <p><b>Regeneration</b></p> <p>(j) Could consideration be given to monitoring how other areas have responded to the downturn and whether there are opportunities for smaller settlements,</p> <p><b>Communities</b></p> <p>(k) In relation to the development of the social enterprise sector, there should be a written plan to promote this sector and ensure that it is effective,</p> <p>(l) In considering the social economy and quality of life, reference should be made to the wellbeing of communities,</p> <p><b>Employability</b></p> <p>(m) Section (b) under Employability should read "Work with partners <u>and</u> across the Council to support the Developing Young Workforce initiative",</p> <p>(n) The Community Benefit Clauses should be promoted,</p> <p><b>Sustainable Development and Climate Change</b></p>	<p>(k) This will be undertaken by CED and Business Gateway staff</p> <p>(l) This can be undertaken by Community Planning partnerships who can agree relevant measures</p> <p>(m) Accepted</p> <p>(n) Agreed and in hand</p> <p>(o) This is not ED's responsibility but can be included in reference to the Circular Economy</p> <p>(p) A new regional housing strategy is being drafted which the CRD will help to deliver</p> <p>(q) There are regular scheduled meetings between the services and ED is asked for input on major applications</p> <p>(r) ED has no resources to deliver this</p> <p>(s) the number of accommodations in Aberdeenshire offered in airbnb will be researched</p>
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	<p>(o) Reference should be made to Aberdeenshire Council's commitment and progress towards zero waste,</p> <p><b>Other</b></p> <p>(p) There should be reference to collaboration with housing colleagues, in both the public and private sector,</p> <p>(q) There could be an opportunity to strengthen the relationship with Planning colleagues,</p> <p>(r) It would be helpful if there were local action plans for each of the six areas within Aberdeenshire, and if Area Committees could have a more significant role in producing the strategy and considering local development, and</p> <p>(s) It would be helpful to know if Airbnb was well used in this area and the effect of this.</p>	
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**Buchan Area Committee 23 August 2016**

Reference	Observations by Officers
9.	<p>Having noted the alterations to the Employability section, agreed (1) that under Tourism (b) to add "... support individual businesses and associations growing ..." to be passed to VisitAberdeenshire for actioning (2) having noted concerns in relation to tourism, the food &amp; drink industry and processing plants, to note action being taken Aberdeenshire-wide as verbally advised</p> <p>ED and partner organisations taking a holistic view of support for tourism, rural industries and food processing</p>

**Banff and Buchan Area Committee – 16 Aug & 20 Sep 2016**

<b>Reference</b>	<b>Comment</b>	<b>Observations by Officers</b>
(a)	Greater collaboration across services desirable to ensure Economic Development activities are supported	ED takes a “one Council” approach to addressing problems but does not have a capital budget.
(b)	Council systems considered over bureaucratic to the detriment of Economic Development work	For elected members to pursue in reviews of Governance
(c)	Committee perceives HIE model to be better attuned to needs of area than SE model	This was addressed in the Council's response to the review of Enterprise and Skills
(d)	Review roles & responsibilities within Economic Development to reflect changing environment and needs	This is on-going as implications of Brexit vote are understood and following assignment of activities in tourism and food & drink to ONE
(e)	Clarity required on roles of agencies involved in economic development activity	Outcome of current review of Enterprise and Skills by SG should address this matter
(f)	Further promote green energy and energy audit to local businesses	Communications log forwarded to Area Chair to evidence significant efforts made to date and lack of response from businesses