

REPORT TO: Policy and Performance Review Committee

MEETING DATE: 24 November 2015

BY: Depute Chief Executive (Partnerships and Community Services)

SUBJECT: East Lothian Community Planning Economic Development Strategy 2012-2022

1 PURPOSE

1.1 The purpose of this report is to provide the Policy and Performance Review Committee with an update of the implementation and impact of the East Lothian Economic Development Strategy 2012-2022

2 RECOMMENDATIONS

2.1 It is recommended that members note the contents of this report, specifically, that a review of the strategy will be undertaken in 2016.

3 BACKGROUND

Strategic Context

3.1 The East Lothian Community Planning Economic Development Strategy 2012-2022 was approved by Cabinet in October 2012. The strategy provides strategic direction for community planning partners involved in economic development interventions. The Strategy prioritises the economic opportunities that the East Lothian Partnership can exploit in order to drive economic growth.

3.2 The Strategy sets 2 strategic goals:

- To increase the number of businesses in East Lothian with growth potential
- To increase the proportion of East Lothian residents working in and contributing to East Lothian's economy

3.3 5 strategic objectives enable delivery of the 2 strategic goals:

SO1: To be the best place in Scotland to set up and grow a business

SO2: To be Scotland's leading coastal, leisure and food and drink destination

SO3: To build on our proximity to Edinburgh to encourage study, work and spend in East Lothian

SO4: To provide high quality employment pathways for East Lothian's workforce

SO5: To become Scotland's most sustainable economy

3.4 Seven implementation plans were initially developed with the support of the Improvement Service – Tourism (incorporating Food and Drink), Renewables, Profile, Connectivity, Business Infrastructure, Town Centres and Employability in line with the Strategy Action Plan and involving a range of business representative groups and Community Planning partners. The plans effectively identified initial actions to be undertaken and tracked progress against these.

3.5 The East Lothian Partnership has set a strategic objective to create, support and maintain a sustainable economy. Within the 10 high level outcomes it has set to deliver, its priority is to reduce inequalities across and within communities. Outcome 1 is 'We have a growing, sustainable economy' and contributory outcomes have been identified as follows:

- Our Business Sectors are growing
- A higher proportion of our residents have work ready skills and are working and therefore contributing to East Lothian's economy
- Our towns and villages are thriving well maintained places where new development reflects their distinctive identity

The Sustainable Economy Partnership (SEP) is responsible for developing and delivering this outcome and scrutinising performance. It provides the framework for community planning partnership activity.

3.6 The Council Plan has an objective to increase sustainable economic growth as the basis for a more prosperous East Lothian – **Growing Our Economy**. Following a review of progress in achieving the Council Plan in October 2014, Council agreed to prioritise 4 areas of activity, 3, in particular, which are of relevance:

- Reducing unemployment, particularly youth employment and improving positive outcomes for school leavers
- Raising attainment in schools, particularly for pupils from more economically 'deprived' areas, and providing a broader work based education experience

- Reducing inequalities and ensuring the most disadvantaged groups and communities have access to services that maximise opportunities to break the cycle of poverty or mitigate the impact of deprivation

The Council Plan Update approved by Council in October of this year, identified Council Plan priorities for 2015-2017. Priorities of relevance are set out in Appendix 1.

3.7 Given the Strategy has now been in place for three years and the strategic and economic environment has changed, a review of the strategy is programmed in the EDSI Service Plan next year. It is anticipated that this review will lead to a new composite action plan for the Strategy and put in place a more robust monitoring and evaluation framework. This will also provide the opportunity for even wider engagement with business and stakeholders on strategy delivery.

Measuring Progress and Performance

3.8 Appendix 2 sets out the key performance indicators currently being used to monitor delivery against goals and objectives set.

3.9 The Strategy benchmarked East Lothian against Angus, East Dunbartonshire, East Renfrewshire and Midlothian for a number of indicators. These were chosen because of their proximity to one of Scotland's main cities, having a number of small towns and having a mix of urban and rural areas. Nevertheless caution is needed in their direct comparison with East Lothian. The benchmarked indicators are presented below in Tables 1 and 2. Table 1 presents data included when the Strategy was drafted, mainly collated in 2010, Table 2 presents the same indicators with the most recent data available.

Table 1: 2010 benchmarking data

	Angus	EDun	EL	ERen	ML	Scotland
BUSINESS BASE						
Businesses per 10,000 adults 2010	354	323	332	328	312	351
LABOUR MARKET						
Jobs per 10,000 adults 2010	3542	2551	3160	2433	3688	5362
Self-employment % 16-64 2010	8.8	9.7	9.6	9.5	8.8	7.8
Employment rate % 2010-11	72.8	71.8	72.6	74.7	73.6	70.7
ILO unemployment rate % 2010-11	7.9	6.4	7.3	4.9	8.1	8.0
16-24 unemployment rate % 2010-11	5.9	4.8	5.9	4.3	7.9	6.4
Out of work benefit claimant rate % 2011	11.5	9.0	11.4	8.9	13.3	14.1
16-19 MCMC rate % 2010	9.3	6.1	9.3	5.6	11.9	10.4
SKILLS AND EDUCATION						
NV4+ qualifications 16-64 % 2010	37.6	47.5	31.7	45.2	29.0	35.0
S4 pupil awards at SCQF L4 % 2010-11	78	92	82	88	77	78
Positive school leaver destinations % 2009-10	88.9	92.0	86.1	94.5	83.1	86.8

Table 2: updated benchmarking data

	Angus		EDun		EL		ERen		ML		Scotland	
		change		change		change		change		change		change
BUSINESS BASE												
Businesses per 10,000 adults 2015	456	+29%	362	+12%	374	+13%	380	+16%	351	+12%	420	+20%
LABOUR MARKET												
Jobs per 10,000 adults 2015	3952	+11%	3221	+26%	3515	+11%	3045	+25%	4460	+21%	6727	+25%
Self-employment % 16-64 2014-Jun15	8.3	-0.5 % points	9.2	-0.5 % points	11.4	+1.8 % points	10.7	+1.2 % points	10.9	+2.1 % points	10.7	+2.9 % points
Employment rate % 2014-Jun15	72.3	-0.5 % points	73.6	+1.8 % points	75.5	+2.9 % points	74.8	+0.1 % points	74.6	+1 % point	72.9	+2.2 % points
ILO unemployment rate % 2014-15	5.1	-2.8 % points	4.9	-1.5 % points	4.9	-2.4 % points	4.7	-0.2 % points	5.2	-2.9 % points	5.7	-2.3 % points
16-24 unemployment rate % 2014-15	3.2	-2.7 % points	2.1	-2.7 % points	3.3	-2.6 % points	2.1	-2.2 % points	3.8	-4.1 % points	3.5	-2.9 % points
Out of work benefit claimant rate % 2015	11.8	+0.3 % points	9.8	+0.8 % points	11.8	+0.4 % points	9.6	+0.7 % points	14.0	+0.7 % points	14.5	+1.2 % points
16-19 MCMC rate % 2014	5.6	-3.7 % points	3.4	-2.7 % points	5.8	-3.5 % points	4.1	-1.5 % points	7.4	-4.5 % points	6.4	- 4.0 % points
SKILLS AND EDUCATION												
NV4+ qualifications 16-64 % 20104	41.4	+3.8 % points	53.0	+5.5 % points	44.5	+12.8 % points	51.3	+6.1 % points	38.5	+9.5 % points	36.0	+1.0 % points
S4 pupil awards at SCQF L4 % 2010-11	-		-		-		-		-		-	
Positive school leaver destinations % 2013-14	91	+2.1 % points	97.2	+5.2 % points	92.2	+6.1 % points	96	+1.5 % points	93.9	-0.6 % points	92.3	+5.5 % points

Analysis of Performance and Activity

3.10 Indicators show significant positive percentage increases in terms of businesses and jobs per 10,000 adults, however, these increases, in the main, lag behind comparator authorities and the national picture and have not significantly improved East Lothian's position when compared against all 32 local authority areas. These indicators continue to demonstrate that the population is growing faster than the creation of businesses and jobs. The employment rate indicator shows East Lothian as having the biggest percentage increase since 2010/11 in employment when compared with its benchmark authorities and its employment rate is ahead of its peers and the national rate. Self employment in the county has grown and is larger than its peers and the Scottish average. The out of work benefit claimant count has increased by 0.4% and is lower than the Scottish average but second highest of the peer group. This is, in the main, likely to be due to welfare reform. The challenge which faces the authority and its partners in increasing job and business density cannot be underestimated.

SO1: TO BE THE BEST PLACE IN SCOTLAND TO SET UP AND GROW A BUSINESS

Performance

3.11 Specific indicators (Appendix 2) monitor business start up and survivability through Business Gateway (BG). Indicators demonstrate an increase then a tailing off in numbers in terms of start-up activity. This may, in part, be due to the current improved conditions in the labour market which has allowed those who may have been considering setting up a business, to find employment. Business survivability is improving but remains below target. In 2015/16, Q1 and Q2 start up figures are signalling an out-turn figure significantly below the target of 200. This was due to vacancy and absence within the Team which is being addressed. Mitigating action was taken over the summer period through deployment of temporary resource to ensure that start up business advice was available for those seeking it. A key aspect of the BG start up service delivery is the relationship that is developed between adviser and client – the temporary solution that was implemented was not able to fulfil this aspect of the service. It was also not possible to undertake proactive promotional activity during this time. This has also now been addressed. In addition, a number of funding streams available for start ups were withdrawn or are currently suspended eg. BG Start Up Loan. These performance indicators, in particular, are being closely monitored to enable further intervention to be made, if required.

3.12 The deliverability of employment land and the creation of a range and choice of business premises remains a significant challenge.

3.13 An increased number of businesses are taking advantage of the Supplier Development Programme which allows any East Lothian business to receive bespoke advice regarding tendering for public sector contracts.

Activity

3.14 A range of activity has been undertaken to support delivery of this objective:

- Adoption of One Council approach to 'open for business';
- Production of an 'Invest in East Lothian' document which will be used as a key marketing tool to attract new businesses to East Lothian in conjunction with community planning partners;
- Publication of Main Issues Report;
- Consistent and strong branding across key areas – eg. East Lothian Works, Scotland's Golf Coast, East Lothian Food and Drink at exhibitions, shows and in marketing materials;
- East Lothian Council events aimed at local businesses - 'Open for Business', 'Business Week' and 'Customer Rules Conference' ;
- Provision of targeted advice and financial support to social-enterprise start-ups;
- Development of 7 industrial units at Mid-Road, Prestonpans;

- Broadband Strategy developed and implementation underway;
- Lobbying and influencing to secure designation of Regional Selective Assistance in parts of East Lothian including Prestonpans, Cockenzie, Port Seton, Wallyford and Whitecraig;
- Focus on proactive, targeted PR and marketing activity to raise profile and awareness eg. 'Wish You Were There' concept at a number of shows and marketing campaigns, East Lothian Food and Drink; and
- Additional funding provided through budget process to support businesses to access procurement opportunities.

3.15 Future relevant activities to support delivery of this objective include:

- Working in collaboration with partners – Midlothian, Scottish Borders, West Lothian, Fife and City of Edinburgh Councils – to secure an Edinburgh and South East Scotland City Region Deal from both Westminster and Scottish Governments. The City Region Deal is a mechanism for accelerating growth by pulling in significant government investment. By investing this funding in infrastructure, skills and innovation, economic performance will be significantly improved. Greater autonomy and decision making powers are also being sought for the region to help deliver public services more effectively and to tackle inequality and deprivation;
- Working to secure land at the former power station site at Cockenzie into public ownership and to enable masterplanning of the site for a range of uses. Continue to explore and pursue job creation opportunities on this site;
- Explore and pursue job creation opportunities arising from the purchase of the former St. Joseph's site;
- Work with QMU to enable delivery of proposed Innovation Park;
- Publication of Draft Proposed Local Development Plan – of note is a proposed policy change which supports employment generating uses other than in uses Classes 4,5 and 6 on employment land, subject to the town centre first principle, and a more flexible approach to changes of uses within town and local centres;
- Development of council buildings at Brewery Park, Haddington to provide start-up office space;
- Deployment of EU 2014-2020 funded Business Gateway Plus programme; and
- Procurement – development of further activity to increase supplies and services from local businesses, including construction contracts, sub-contracts and food supplies. Specific activity will include additional staff resource within the procurement team to

work with services to ensure that potential for local business to bid for a contract is maximised through appropriate consideration when specifying a service and considering procurement options and activity identified in Council Plan priorities. This reflects the 'One Council' approach.

SOA 2: TO BE SCOTLAND'S LEADING COASTAL, LEISURE AND FOOD AND DRINK DESTINATION

Performance

- 3.16 Indicators in this area demonstrate improving performance, with, in particular, the number of staying visitors growing year on year which may reflect the significant number of new events which have been attracted to East Lothian over the past 3 years. A more detailed report on Tourism is being brought to PPRC in January which will include a wider range of statistical information including information on the economic impact of tourism, with a breakdown of spend in key area such as Food and Drink, accommodation, and information on visitor attraction numbers. This timing should allow data from 2015 to be incorporated.
- 3.17 Indicators demonstrate specific engagement from Food and Drink businesses in initiatives facilitated through the Economic Development and Strategic Investment (EDSI) Service.

Activity

- 3.18 A range of activity has been undertaken to support delivery of this objective:
- Reinforcement that tourism sector important sector to East Lothian and sector for growth. Key activities have focused on integrating initiatives around Food and Drink and 'Wish You Were There' concept;
 - Additional funding support made available through budget process for events. Funding to core events has increased from £72,860 in 2012/13 to £83,000 in 14/15. The economic impact of these events increased from £980,000 (1 event did not record impact in this year) in 2012/13 to £2,048,047 in 2014/15. A more detailed breakdown will be included in the Tourism report to Committee in January;
 - Open Golf in 2013 – total economic impact of £17.6m to East Lothian and £45m in destination marketing benefit;
 - Scottish Open in 2015 – 63,000 spectators, good engagement with local businesses to maximise impact and strong marketing product;
 - Launch of John Muir Way and Festival in 2014 – cross Council group in place to maximise opportunities;
 - New events welcomed to East Lothian – Tour of Britain, Scottish Open Golf, Scottish Seniors Golf, Big Nature Festival, Total Warrior;

- Development of information on cycling and walking routes on VEL website promoting opportunities to stop and spend. Tour of Britain visit to be used as a platform;
- Development of Business Tourism and Wedding Tourism offer;
- Food and Drink Business Improvement District (BID); and
- Development and implementation of annual Tourism Action Plan with tourism businesses

3.19 Future relevant activities to support delivery of this objective includes:

- Refresh of Tourism Action Plan for 2016;
- Develop Visit East Lothian representative body to bring together all tourism businesses and other interest groups and encourage networking and cross-selling;
- Review of physical and digital pre and on-arrival tourist information in East Lothian;
- Focus on development of wildlife tourism using platform of Big Nature Festival which is returning to East Lothian in 2016;
- Further develop John Muir brand and John Muir Way opportunities; and
- Employment of marketing graduate to bring additional resource into service to maximise marketing opportunities

SO3: TO BUILD ON OUR PROXIMITY TO EDINBURGH TO ENCOURAGE STUDY, WORK AND SPEND IN EAST LOTHIAN

Performance

3.20 The indicators, show a stable, if declining situation and should be considered alongside other indicators identified under SO5 prior to a refresh. Town centre vacancy rates are rising and footfall is falling which is concerning but is perhaps a reflection of increased activity at Fort Kinnaird and shifts to online shopping activity as well as the economy context. It is recognised that the indicators identified in this area are insufficient and this will be addressed in the review of the Strategy.

Activity

3.21 A range of activity has been undertaken to support delivery of this objective:

- Total Place pilot;
- Business Gateway presence at QMU;

- Initiatives to encourage local spend – Christmas Shop Local, Eat East Lothian;
- Publication of Main Issues Report;
- Approval of Musselburgh Town Centre Strategy and investment to make area more attractive ;
- Funding secured for Conservation Area Regeneration Scheme (CARS) in Tranent;
- Financial support through budget process to Haddington Community Development Trust, to implement Haddington Vision;
- Creation of Town Centre Regeneration Officer post to support activity in town centres;
- Support to Business/Trade Associations and their involvement in Area Partnership plans to ensure any improvements are business-friendly; and
- A1 Action Group

3.22 Future relevant activity to support delivery of this objective include:

- Publication of Draft Proposed Local Development Plan;
- Develop Town Centre Plans aligned to six Area Plans with a focus on resolving issues faced by, and maximise the opportunities specific to, each of East Lothian's six main towns;
- Implement Car Parking Management Strategy (anticipated report to Council December 2015);
- Consider output and response to Retail Capacity Study being undertaken as part of LDP development process;
- Continue to work with local bus operators and enhance relations with Lothian buses to improve services across the county and deliver measures to enhance local bus services such as combined timetables at main stops; and
- Work with Scotrail and others to support the delivery of the East Linton railway station and local service as well as improved parking at Drem, Dunbar and Longniddry stations

SO4: TO PROVIDE HIGH QUALITY EMPLOYMENT PATHWAYS FOR EAST LOTHIAN'S WORKFORCE

Performance

3.23 Indicators in this area show an improving picture with an increasing number of unemployed people participating in employability programmes and entering employment following these programmes. A significant

amount of work has been done in this area to ensure the correct data is being reported and this, to an extent, explains the significant positive increase, alongside significant change in how the Council's employability services are organised. Positive destination figures are improving, however the latest figure is marginally below the Scottish average (0.1%) and below that of peers. Following a comprehensive report in March 2015, a further report regarding East Lothian Works performance and activity is to be brought forward to the Committee in Spring/Summer 2016.

Activity

3.24 A range of activity has been undertaken to support delivery of this objective

- The creation of East Lothian Works, bringing together all employability-related services and providing a central point of contact for employment advice and training, working closely in partnership with other agencies;
- Adoption of a Strategic Skills Pipeline approach to managing throughput of client referrals. This approach provides a framework to deliver a range of tailored support for different groups of young people and adults on their journey toward and into sustained employment. A detailed report was provided to the Committee in March 2015 which outlines this approach in more detail;
- Procurement of a fit for purpose management information system to provide confidence in reporting employability outcomes and to provide the ability to select additional indicators to inform the progress in delivering the Strategy;
- Staff resource shifted to support Community Benefits in Procurement activity, to support East Lothian residents seeking employment at Fort Kinnaird through Fort Kinnaird Recruitment and Skills Centre and to support a transition service for young people with disabilities;
- £397,334 funding via the Scottish Government and European Social Fund to support opportunities for 16-24 year olds. Since August 2013, 179 new job opportunities have been created. These include 123 jobs in the private sector, 8 Council graduate placements, 8 Modern Apprenticeships and 40 work experience placements;
- A further Scottish Government award of £122,853 in July 2015 has to date, enabled grant support to be given to 17 local businesses to establish new job opportunities. This award aims to support a total of 31 new opportunities to March 2016;
- In response to the Scottish Government's 'Developing the Young Workforce- Scotland's Youth Employment Strategy – Implementing the Recommendations of the commission for Developing Scotland's Young Workforce' a 'Developing East Lothian's Young Workforce

(DELYW) Group has been established to prioritise, co-ordinate and implement actions. An action plan has been developed and was presented to the Sustainable Economy Partnership in June; and

- Funding secured from SFT to establish a Future Technologies Centre in Musselburgh in vacant Council building, in conjunction with Edinburgh College.

3.25 Future relevant activity to support delivery of this objective include:

- Implement 'Developing East Lothian's Young Workforce' Action Plan' including a range of targeted funding interventions and activities including ELC paid work experience programmes and youth transitions;
- Develop Future Technologies Academy to become operational in 2016;
- Partnership with Edinburgh College, Skills Development Scotland and Education Scotland to develop further pathfinder expansion of Foundation Apprenticeships with focussed activity around future opportunities in construction skills sector and increasing apprenticeships in trades; and
- Expansion of Council Graduate and Modern Apprenticeship training programmes

SO5: TO BECOME SCOTLAND'S MOST SUSTAINABLE ECONOMY

Performance

3.26 Again, it is recognised that indicators used to measure performance in this area need refreshed. Of the indicators currently being used, performance is stable or declining.

Activity

3.27 A range of activity has been undertaken to support delivery of this objective (see activities under SO1 also):

- Continue to support sectoral development of sustainable sectors – Food and Drink, Engineering and Construction;
- Development of renewable energy sector in East Lothian through membership of East Coast Renewables to maximise business opportunities from offshore and onshore renewables;
- A range of businesses and attractions have secured Green Tourism Awards; and

- Specific growth support to businesses in energy and renewable energy sector through attendance at exhibitions eg. All Energy

3.28 Future relevant activity to support delivery of this objective include:

- The East Lothian Golf Tourism Alliance are considering a project which would accredit East Lothian's golf courses and golf accommodation providers as Europe (if not the world's) first green tourism destination;
- Specific additional activity has not yet been identified but forward activity needs to be assessed through the Strategy review process in the context of a changed political and economic environment; and
- Business support activities identified through SO1 are of relevance.

CONCLUSION

3.29 In summary, positive progress is being made in areas where activity has been targeted. The process of reviewing the Strategy will allow consideration of how resources should be prioritised going forward to ensure progress made is maintained and to target areas which have not been prioritised to date. Of particular priority through the review process will be the identification and implementation of a robust monitoring and evaluation process to underpin a revised action plan.

4 POLICY IMPLICATIONS

4.1 There are no policy implications arising from this report.

5 EQUALITIES IMPACT ASSESSMENT

5.1 This report is not applicable to the well being of equalities groups and Equality Impact Assessment is not required.

6 RESOURCE IMPLICATIONS

6.1 Financial - none

6.2 Personnel - none

6.3 Other - none

7 BACKGROUND PAPERS

- 7.1 [Cabinet - East Lothian Council - Agenda Item 1 East Lothian Community Planning Economic Development Strategy and Action Plan](#)
- 7.2 [Policy & Performance Review Committee - East Lothian Council - Agenda Item 04 - East Lothian Works](#)

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Appendix 1: COUNCIL PLAN PRIORITIES 2015-2017

	Council Plan Commitments	Priorities for 2015-2017
Growing our Economy		
1.	<p>Support and encourage the development of land allocated for business; where appropriate, fund infrastructure to enable sites to be developed to support new jobs and opportunities for strong sustainable economic growth through working with the business sector and agencies such as Scottish Development International to attract inward investment</p> <p>Identify areas for business opportunities in the East Lothian Local Development Plan</p>	<p>Publish the Local Development Plan in November 2015</p> <p>Continue to press the case for significant infrastructure investment from developers, the Scottish Government and national agencies such as Scottish Water</p> <p>Promote the opportunity provided by the Plan for new housing and business growth / economic development opportunities in East Lothian</p> <p>Continue to explore and pursue the job creation opportunities arising from the closure of the Cockenzie Power Station site and the purchase of the former St Joseph's site</p> <p>Make most effective use of funds identified in the capital programme for economic development related projects</p>
2.	<p>South East Scotland City Region Deal – new opportunity that has arisen after the Council Plan was adopted</p>	<p>Maximise the opportunities for strategic investment, economic development and skills development arising from the development of the bid for the South East Scotland City Region Deal</p>
3.	<p>Provide high quality employment pathways for East Lothian's workforce which will support those furthest from the labour market to develop work ready skills and give every young person the opportunity to undertake training, take up an apprenticeship, work experience or a job</p> <p>Develop the partnership with Queen Margaret University and the Further Education colleges to develop the Academy model and provide vocational training spaces in all secondary schools</p>	<p>Continue the focus on reducing the proportion of school leavers, including Looked After Children, achieve a positive outcome (positive destinations)</p> <p>Implement the Delivering East Lothian's Young Workforce strategy and deliver initiatives such as Senior Phase Vocational Pathways and Foundation Apprenticeships</p> <p>Continue to develop positive closer links with Queen Margaret University and Edinburgh College (e.g. the new Academy for construction trades)</p> <p>Explore options for developing vocational education in schools and in partnership with Edinburgh College, including common timetabling in the senior phase and improving the 'digital' offering in schools</p>

4.	Support local companies and build their capacity to ensure they have the opportunity to compete for Council and other public sector contracts	<p>Support the development of further action to increase supplies and services procured from local businesses, including construction contracts and sub-contracts and food supplies</p> <p>Develop a new contract framework agreement for construction contracts to be used to support opportunities for local businesses as main contractors or sub-contractors</p>
5.	Regenerate East Lothian's town centres	Continue to support the development of Town Centre Plans aligned to the six Area Plans with a focus on resolving issues faced by, and maximise the opportunities specific to, each of East Lothian's six main towns
Growing our People		
7.	Continue to increase educational attainment	<p>Implement the Education Local Improvement Plan and Strategy (ELIPS) to raise attainment and improve outcomes for all pupils, in particular for the lowest-performing pupils</p> <p>Ensure that all clusters are working collegiately to improve outcomes for learners and that plans clearly align with the Education Local Improvement Plan and Strategy and other strategic plans.</p>
Growing our Communities		
12.	Reduce congestion and improving town centre parking	Complete the business case and funding options appraisal for the decriminalisation of parking
14.	Implement the East Lothian Local Transport Strategy and lobby public transport providers and the Scottish Government to improve the quality and accessibility of road, rail and bus links and services across East Lothian, and to support community transport initiatives	<p>Implement the Local Transport Strategy</p> <p>Continue to work with local bus operators and enhance relations with Lothian buses to improve services across the county and deliver measures to enhance local bus services such as combined timetables at main stops along with the commitments in the Bus Passenger Charter</p> <p>Work with ScotRail and others to support the delivery of the East Linton railway station and local service as well as improved parking at Drem, Dunbar and Longniddry stations</p> <p>Consider extending the Young Scot card model of providing transport to school and college</p>

		<p>Continue to deliver 20mph zones where local demand exists and further school traffic exclusion zones</p> <p>Support the development of community transport initiatives</p>
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APPENDIX 2 EAST LoTHIAN ECONOMIC DEVELOPMENT STRATEGY – MEASURING PROGRESS

TABLE 1: PROGRESS TOWARDS TARGETS FOR STRATEGIC GOALS

	Ambition	Level 2012	Level 2015	2022 Target Level	Scale of ambition
Goal 2	Reach middle quartile of Scotland’s local authorities on business density	Ranked 17 th of 32 local authorities with 332 businesses per 10,000 adults	Ranked 16 th of 32 local authorities with 394 businesses per 10,000 adults ¹	Achieve middle of 2 nd quartile with a business density of 375 businesses per 10,000 adults	Increase ELs 2,615 businesses by 350 businesses (excluding projected population growth)
Goal 2	Enter 3 rd quartile of Scotland’s local authorities on employment density	Ranked 30 th of 32 local authorities with 3,160 jobs per 10,000 adults	Ranked 30 th of 32 local authorities with 3,627 jobs per 10,000 adults ²	Enter 3 rd quartile (ie. achieve levels of Borders and Fife) at 4,120 jobs per 10,000 adults	Increase EL’s 24,870 jobs by at least 7500 jobs (excluding projected population growth)

TABLE 2: INDICATORS MEASURING OVERALL PROGRESS

STRATEGIC INDICATORS	STRATEGY FIGURE	12/13	13/14	14/15	TARGET
Number of jobs per 10,000 adults	2010 – 3199 2011 - 3151		3515	3627	3600
Number of businesses per 10,000 adults	2010 – 341 2011 - 333		376	374	380
Employment Rate	2011 – 73%	74.3%	75.2%	75.3%	

¹ Calculated using most up to date information available at November 2015.

² As above

TABLE 3: INDICATORS MEASURING PROGRESS TOWARDS STRATEGIC OBJECTIVES

	12/13	13/14	14/15
STRATEGIC OBJECTIVE 1: TO BE THE BEST PLACE IN SCOTLAND TO SET UP AND GROW A BUSINESS			
Number of business start-ups delivered through Business Gateway	131	202	196
Survivability of businesses delivered through Business Gateway at 24 months	N/A	Q1 and 2 75.05%	76.47%
Availability of employment land:			
Immediately available	1ha	1ha	1ha
Minor constrained	9ha	9ha	9ha
Major constrained	90.43ha	90.43ha	90.43ha
Number of businesses participating in Supplier Development Programme	43	70	75
Number of businesses provided with one to one engagement/support for procurement	20	12	16
STRATEGIC OBJECTIVE 2: TO BE SCOTLAND'S LEADING COASTAL LEISURE AND FOOD AND DRINK DESTINATION			
Number of tourist beds	2012 – 2036 beds in 118 establishments serviced, 5323 in 103 establishments non serviced	2013 – 2035 in 118 establishments serviced, 5327 in 104 establishments non serviced	2014 – 1873 in 106 establishments serviced, 5027 in 167 establishments non serviced
Number of tourist days – total for staying visitors and day visitors	2012 – 2,399,000	2013 – 2,510,000	2014 – 2,580,000

Number of tourist days – staying visitors	2012 – 1,431,800	2013 – 1,526,600	2014 – 1,586,000
Number of businesses participating in Food and Drink competition	51	68	66
Number of food and drink businesses engaging via participation in exhibitions/shows	2012 – 10	2013 – 20	2014 - 20
Website visitor statistics- unique visitors	2012	2013	2014
Food and Drink East Lothian	24,739	38,798	49,764
Visit East Lothian	126,615	133,233	164,181
Golf East Lothian	73,072	132863	109053
STRATEGIC OBJECTIVE 3: TO BUILD ON OUR PROXIMITY TO EDINBURGH TO ENCOURAGE STUDY, WORK AND SPEND IN EAST LOTHIAN			
Number of retailers participating in Christmas Shop Local	134	126	118
Number of participants in Christmas Shop Local	7012	7045	6969
Shop Doctor participants	16	15	11
OBJECTIVE 5: TO PROVIDE HIGH QUALITY EMPLOYMENT PATHWAYS FOR EAST LOTHIAN'S WORKFORCE			
Number of unemployed people participating in Council operated/funded programmes		400	792
Number of unemployed people entering employment following assistance from Council operated/funded employability programmes		70	226
Positive Destination figures	88.1%	89.9%	92.2%
OBJECTIVE 5: TO BECOME SCOTLAND'S MOST SUSTAINABLE LOCAL ECONOMY			
Number of businesses engaging in renewable initiatives/provided with intensive report	6	5	11

Number of businesses provided with energy audits and ongoing guidance	12	2013 16	2014 25
% vacant units in town centres	5.4% units	Data not collected	7.4%
Town centre pedestrian footfall	25400	23510	22670