

REPORT TO: Policy and Performance Review Committee

MEETING DATE: 9 October 2019

BY: Depute Chief Executive (Partnerships and Community Services)

SUBJECT: The East Lothian Community Planning Economic Development Strategy 2012-22, Update Report

1 PURPOSE

- 1.1 To provide an update on the implementation of the refresh of the East Lothian Community Planning Economic Development Strategy (EDS) 2012-22.

2 RECOMMENDATIONS

Committee is asked to note the contents of this report.

3 BACKGROUND

- 3.1 The EDS was developed in 2012 by the Training & Employment Research Unit at the University of Glasgow and involved extensive desk research, workshops with staff, businesses and stakeholders and in-depth interviews with key personnel. The EDS refresh work by EKOSGen commenced late 2017 and the timing was influenced by changed national circumstances – such as BREXIT – and a new Local Development Plan and East Lothian Partnership Plan then being finalised.
- 3.2 Although not to the scale of the initial strategy development in 2012, the contract allowed for desk research, production of the Local Economic Assessment and State of Play reports, a number of workshops with the (now) Connected Economy Group and comprehensive industry and stakeholder engagement culminating in the production of the East Lothian Economic Development Strategy and Executive Summary and Monitoring & Evaluation Framework/Action Plan, see Appendix 1.
- 3.3 The EDS guides economic interventions, priorities and expenditure focus of East Lothian Council and its partners. The EDS and revised approach were approved at a meeting of the Cabinet on 13 November 2018 and by

the East Lothian Partnership Governance Group on 27 November 2018 and lodged in the Members' Library Service in January 2019.

3.4 The refreshed EDS reflects major strategic opportunities such as those offered by council purchase of the former Cockenzie Power Station site in April 2018 and by the Edinburgh and South East Scotland City Region Deal (including the Queen Margaret University Food and Drink Innovation Hub, the proposed new settlement at Blindwells and the Integrated Regional Employability and Skills Programme (see paras 3.11-3.15 for more detail)). Additional major opportunities include the allocation of substantial economic land within the East Lothian Local Development Plan 2018 and the targeted re-use of redundant public sector assets.

3.5 The Strategic Goals have been summarised to become a clear focus on **BUSINESSES** and **JOBS**. There have been adjustments to the wording of the Strategic Objectives with the final approved ones being:

- *To be the best connected place in Scotland to set up and grow an innovative business*
- *To be Scotland's leading coastal, leisure and food & drink destination*
- *To explore and develop regional opportunities to support economic development and to encourage study, work, investment and spend in East Lothian*
- *To provide high employment pathways for East Lothian's workforce*
- *To become Scotland's most sustainable and digitally-connected local economy*

3.6 The East Lothian Partnership Connected Economy Group (CEG) is one of the partnership groups and has representation from East Lothian Council (Economic Development and Education for employability), Scottish Enterprise, Skills Development Scotland, Department for Work and Pensions, the Federation of Small Businesses, Mid and East Lothian Chamber of Commerce and the Edinburgh College together with an independent chair. The CEG leads on the monitoring of the strategy and receives reports at its quarterly meetings on progress and of new and emerging initiatives.

3.7 The East Lothian Partnership Plan 2017-27 contains ten indicators under the heading of Prosperous and Appendix 2 provides an update on progress of these EDS indicators. The Economic Development Service also captures information on a wider range of indicators and details of these and targets for 2019/20 are given as Appendix 3.

3.8 Local intelligence suggests that businesses are beginning to review their investment decisions on recruitment and capital expenditure with uncertainty about BREXIT impacting on the local business base. Nationally there is a slowdown in the number of jobs being advertised.

- 3.9 In addition to the delivery of a range of interventions by the Economic Development Service to deliver strategic goals, note should also be taken of progress in relation to the major projects identified and highlighted in the refreshed Economic Development Strategy.
- 3.10 Plans for the new settlement at Blindwells and an Innovation Park adjacent to Queen Margaret University at Musselburgh are projects supported by the Edinburgh and South East Scotland City Region Deal. Taken together with the re-development of the former Cockenzie Power Station site, these projects are East Lothian's most significant long term inclusive growth opportunities.
- 3.11 The new town is a unique opportunity for East Lothian to provide a new sub-regional town centre, new strategic and local employment opportunities and a new hub for the communities of the former East Lothian coal field. An initial phase of development is underway, comprising 1,600 homes and 10 hectares of employment land. On-going collaborative and technical work is seeking to demonstrate how an expansion of the new town can be enabled through partnership working and business case development. Over the next 30 years there is potential to significantly increase job density and to deliver significantly more homes as well as new education and community facilities. Other infrastructure enhancements may include new strategic transport and digital connectivity, including enhancements to the East Coast Main Rail Line with a new rail station and overbridge, as well as a new and enhancements of existing A1 interchanges. An Area Design Framework is being developed in collaboration with landowners and developers in the area.
- 3.12 The Council-owned former Cockenzie Power Station Site is defined in National Planning Framework 3 (NPF3) as a National Development for thermal generation and carbon capture and storage. NPF3 also identifies that this site has potential for renewable energy related development, potentially including an associated port. The site has frontage to the Firth of Forth and a jetty. This site offers a connection to the national grid. There are plans to use part of the site to enable off-shore renewable energy projects, and wider technical work is on-going in relation to the potential for port / cruise and there may be scope to consider other mixed use development of national significance too, perhaps linked to regional collaboration through the Edinburgh and South East City Region Deal (e.g. Skills and Construction Innovation) or beyond this. The ambition is therefore to seek a relaxation of National Development status to provide for a wider range of land uses. The Cockenzie Project Manager continues to respond to queries and engage with stakeholders and potential investors.
- 3.13 This major area of change commands a strategic location to the east of Edinburgh and is adjacent to UK cross-border connections to the north-east of England. These strategic development opportunities mean this area could become a '*destination, attractor and resilient economic driver*' for East Lothian, south East Scotland and Scotland as a whole. The intention is to promote this ambition as a new national development within

the Scottish Ministers' National Planning Framework 4 (NPF4) as '*An area of Opportunity and Co-ordinated Action*'. The emerging Vision and Unique Selling Point for this sub-regional area is that it become an '*influential, innovative, healthy and low and zero carbon place*'. The development of NPF4 is already underway, and it is anticipated that a draft will be published in summer 2020.

- 3.14 Edinburgh & South East Scotland City Region Deal - Edinburgh Innovation Park: On 26th March 2019, the Council's Planning Committee approved a minded to grant decision for Planning Permission in Principle for development of land (116.5 hectares) adjacent to the Queen Margaret University campus ("MH1"). The key components of the development include 1500 homes, a new primary school, the provision of community facilities, a state of the art, flexible 7,200 sq m GIA Food & Drink Innovation Hub and a wider Edinburgh Innovation Park site ("EIP"), in which the Innovation Hub will be located. The plans include improvements to the junction off the A1 at QMU as well as the creation of pedestrian and cycle routes, including the Council's Segregated Active Travel Corridor.
- 3.15 The Council and QMU, working in partnership, will bring forward the development of the Innovation Hub and the wider EIP which is a strategic project within the Edinburgh & South East Scotland City Region Deal. The Innovation Hub will build on existing expertise already in existence at the University including Dietetics, Nutrition and Biological Sciences.
- 3.16 The Innovation Hub will drive company growth, supporting and developing existing businesses and creating sustainable new businesses to access a global market for healthy and functional food. The development will allow the Queen Margaret University along with businesses, to form and grow a business sector that will harness the potential of translational medicine in food and drink. This will in turn support the diversification of the food and drink industry towards preventative, therapeutic and rehabilitative applications of expertise in genomics.
- 3.17 The Innovation Hub will be the catalyst for subsequent phases of the wider EIP which will provide resources for national and global players who want to access the expertise available and develop new opportunities and solutions to drive company growth.

EIP: Headline Achievements in 2018/2019

- Jun 2018:** Agreed the Innovation Hub outline business case:
Jun 2018: Appointed the Project Lead Officer:
Mar 2019: Complete the land assembly for the Junction:
Mar 2019: Complete the land assembly for the Junction:
Apr 2019: Detailed design for the proposed grade separated Junction agreed
May 2019: Planning permission for the Junction submitted and validated
Sept 2019: S75 for the Planning permission in Principle concluded.

EIP: Next Milestones

- Oct 2019:** Planning permission in principle issued for the whole development
- Oct 2019:** Planning permission issued for the Grade Separated Junction
- Apr 2020:** Commencement of construction of Grade Separated Junction
- Jun 2020:** Approval of full business case

EIP: Outline construction dates

Phase 1 – Innovation Hub Building

- Jul 2020:** Design brief for EIP Phase 1
- Dec 2020:** Planning application
- Jun 2021:** Procurement
- Jul 2021-23:** Infrastructure/Construction
- Aug 2023:** Occupancy/Operational

Phase 2 – Wider Innovation Park

- 2020:** Market testing
- Oct 2021:** Planning & Development starting with the PiP
- Nov 2022:** Car park relocation & Infrastructure
- May 2023 - ongoing:** Construction
- Nov 2023 - ongoing:** Occupancy/Operational

- 3.18 Edinburgh & South East Scotland City Region Deal - Integrated Regional Employability and Skills. The Council's Chief Executive chairs the IRES Programme Board with the programme's seven workstreams now approved. The detailed business cases for these workstreams have been lodged in the Members' Library. East Lothian Works and Economic Development will play a key role in the delivery of these.

4 POLICY IMPLICATIONS

- 4.1 Strategic context for economic development interventions.

5 INTEGRATED IMPACT ASSESSMENT

- 5.1 An integrated impact assessment was carried out on the revised Economic Development Strategy and its proposed actions. There were no negative impacts identified although it was noted that the refreshed Economic Development Strategy is a strategic document and the seven individual workstreams detail activity to meet strategic priorities and objectives

meaning that acknowledgement and addressing any negative impacts will be contained within these.

6 RESOURCE IMPLICATIONS

- 6.1 Financial – in line with approved budget.
- 6.2 Personnel – none additional.
- 6.3 Other – none.

7 BACKGROUND PAPERS

- 7.1 The East Lothian Community Planning Economic Development Strategy 2012-22:
https://www.eastlothian.gov.uk/meetings/meeting/16345/policy_and_performance_review_committee

Appendix 1 – The East Lothian Community Planning Economic Development Strategy 2012-22 Action Plan and Monitoring & Evaluation Framework

Appendix 2 – The East Lothian Plan 2017-27: Outcome Indicators, Update August 2019

Appendix 3 – The East Lothian Council Economic Development Service, Scorecard Indicators 2019-20

AUTHOR'S NAME	Susan Smith
DESIGNATION	Acting Service Manager, Economic Development
CONTACT INFO	e-mail: ssmith@eastlothian.gov.uk ; tel: 01620 827174
DATE	30 September 2019

East Lothian Partnership

**East Lothian Economic Development Strategy
Action Plan 2018-20 and
Monitoring & Evaluation Framework
Review and Refresh
for**

**East Lothian Council on behalf of the East Lothian
Partnership Connected Economy Group**

October 2018

APPENDIX 1

Report completed/submitted by:	Richard Weaver
Proof check completed by:	Rachel Allan
Date:	23 rd October 2018
Report reviewed by:	Pamela Reid
Date:	23 rd October 2018

1 Action Plan

Overview

1.1 The refreshed Economic Development Strategy for East Lothian sets out two major strategic goals. These are:

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

1.2 In order to deliver the two strategic goals, five strategic objectives have been set. These are:

- To be the best connected place in Scotland to set up and grow an innovative business
- To be Scotland's leading coastal, leisure and food & drink destination
- To explore and develop regional opportunities to support economic development and to encourage study, work, investment and spend in East Lothian
- To provide high quality employment pathways for East Lothian's workforce
- To become Scotland's most sustainable and digitally-connected local economy

1.3 This action plan sets out the required actions to ensure and guide the implementation of the Strategy. The next section sets out the individual projects that will help to realise the Strategy's strategic goals and objectives. The Strategy has identified seven strategic workstreams. Within each, there are distinct actions that need to be taken forward. Lead responsibility and partners involved in delivery for each are indicatively identified, along with the priority and anticipated timescale for each.

Action plan

#	Project	Key actions	Lead responsibility	Partners	Priority	Timescale
1	Developing a set of propositions for East Lothian	<ul style="list-style-type: none"> • Develop an over-arching proposition and set of accompanying propositions for East Lothian to cover all aspects of socio-economic development in the area. • Develop a prospectus for East Lothian that does the following: <ul style="list-style-type: none"> ○ Details a proposition to encourage businesses and people to invest, live, work and learn in East Lothian. ○ Sets out the values as well as the objectives for the development of the local authority area (such as inequalities, employability, inclusive growth). ○ Identifies key assets for the area, e.g. business, Higher Education and R&D, tourism, town centres, location, accessibility, environment, etc., and present them as a 'portfolio', clearly articulating how these combine to form East Lothian's USP. ○ Establishes the 'offer' and 'ask' for current and prospective businesses, stakeholders and partners, residents, developers and visitors. ○ Sets out an inward investment proposition, recognising the 'Team Scotland' approach adopted by Scottish Development International, and identifying what networks can be exploited to maximise its potential. ○ As part of the proposition, partners should develop an individual prospectus for each of East Lothian's towns outlining their economic development/investment/tourism offer • Join up existing East Lothian brands where feasible and promote the East Lothian brand to current and potential businesses, residents and visitors – working closely with Scottish Enterprise, Scottish Development International and Visit Scotland. • Encourage wider engagement with East Lothian partners, key business influencers and residents as ambassadors and champions, to 'sell' what East Lothian has to offer to wider audiences. • Consider how East Lothian Council and its strategic partners can best deploy existing resources to deliver 	East Lothian Community Planning Partnership Connected Economy Group	East Lothian Council Scottish Enterprise/Scottish Development International Skills Development Scotland ESESCRD VisitScotland Visit East Lothian East Lothian Golf Tourism Alliance/East Lothian Tourism Attractions Group East Lothian Food and Drink BID QMU Mid- and East Lothian Chamber of Commerce Federation of Small Businesses Other local Business Groups/Fora Area Partnerships	High	Short-Medium term

#	Project	Key actions	Lead responsibility	Partners	Priority	Timescale
		the proposition, improve the area's offer, and ensure that East Lothian can influence the regional approach emerging through the ESESCRD.		Scottish Government Marketing Edinburgh Edinburgh College		
2	Prepare strategic sites for development and marketing (including Cockenzie, Blindwells, QMU (ESESCRD), other public sector assets)	<ul style="list-style-type: none"> • Take a collaborative approach and work with strategic partners, developers, Further and Higher Education providers and communities to deliver major development and infrastructure projects, across public, private, academic and third sectors. These projects are initially defined as Cockenzie, Blindwells, QMU (through ESESCRD), coastal sites and emerging redundant public sector assets as economic development opportunity. Utilise partners' and others specialist technical and financial input. <ul style="list-style-type: none"> ○ Where necessary and at the appropriate time, develop detailed development proposals for these sites. In doing so, due cognisance should be given to examples of best practice elsewhere in Scotland, such as Inverness Campus, and the Diageo site in Kilmarnock. ○ The QMU Innovation Hub outline business case details the timescale, outcomes, impacts and funding required. This should act as guiding document for preparatory work during the period of this strategy. ○ Blindwells will be a 'new town' with the first houses being built during 2018/19. It will be important to ensure that economic benefits and that the ESESCRD project are both realised • Align major development and infrastructure opportunities to East Lothian's existing priority sectors, as well as any emerging sector or technological opportunities. • As far as possible, identify how the development can be 'future-proofed', e.g. incorporation of renewable energy and other sustainability features, purpose-built ducting to accommodate future infrastructure roll-out such as ultrafast broadband. • Identify and explore opportunities to deliver education and training opportunities through the site's construction 	East Lothian Council	East Lothian Community Planning Partnership Connected Economy Group ESESCRD Developers Scottish Futures Trust Scottish Enterprise/Scottish Development International Skills Development Scotland QMU Mid- and East Lothian Chamber of Commerce Federation of Small Businesses Area Partnerships Transport Scotland Local communities Forth Ports	High	Medium-Long term

#	Project	Key actions	Lead responsibility	Partners	Priority	Timescale
		<p>and operational phases, e.g. through construction apprenticeships, Community Benefit clauses, Further/Higher Education hubs, etc.</p> <ul style="list-style-type: none"> Explore the potential to provide business incubation space, start-up units and business ‘touch-down’ space to support the nurturing of business start-ups and entrepreneurialism in East Lothian, as well as to capitalise on linkages with QMU and the Edinburgh Innovation Park, and encourage potential spin-outs to locate in East Lothian. (linked to Project 1) 		NHS		
3	Improve the economic performance of East Lothian's key sectors	<ul style="list-style-type: none"> Agree and resource the refresh and development of Action/Implementation Plans for East Lothian's priority sectors. Emphasis should be placed initially on Tourism, Food and Drink, Care, Industrial Biotechnology and Renewables. For Tourism, the existing Action Plan's delivery should be evaluated, and refreshed accordingly. The Action Plan should continue to address the following in the first instance: <ul style="list-style-type: none"> Identified gaps in the tourism offer; The development of East Lothian's wildlife, coast, cycling and walking opportunities (outdoor tourism) ; and The need to better join up different strands of the tourism and Food and Drink offer. Maximise the key assets in East Lothian to support sector development, e.g. Industrial Biotechnology at QMU, heritage assets such as John Muir in support of tourism, etc. Help to grow and develop East Lothian's Food and Drink BID to showcase East Lothian's food and drink across Scotland and UK. This may include exploring the need/demand for development of a business mentoring scheme of small/start-up food and drink businesses to support growth and expansion of upstream activities, exporting, product development, access to markets, etc. Develop a more co-ordinated approach to unlocking the area's potential as an events and business tourism destination, and attract major events to East Lothian on 	East Lothian Council	<p>East Lothian Community Planning Partnership Connected Economy Group</p> <p>VisitScotland</p> <p>Tourism stakeholders and businesses</p> <p>Scottish Enterprise/Scottish Development International</p> <p>SE account management</p> <p>Skills Development Scotland</p> <p>QMU</p> <p>Mid- and East Lothian Chamber of Commerce</p> <p>Federation of Small Businesses</p>	Medium-High	Short-Medium term

#	Project	Key actions	Lead responsibility	Partners	Priority	Timescale
		<p>a more regular basis – e.g. golf championships, conferences, festivals.</p> <ul style="list-style-type: none"> For Industrial Biotechnology, scope out the requirement for an action plan that maximises the potential from capabilities at QMU and the Edinburgh BioQuarter, the Edinburgh Innovation Park development, and key existing East Lothian companies. Develop joint offers/cross-marketing with Edinburgh to exploit complementary opportunities and make the most of regional initiatives. 		<p>Visit East Lothian</p> <p>East Lothian Food and Drink BID</p> <p>Scottish Food & Drink Federation</p> <p>East Lothian Works</p> <p>ESESCRD</p>		
4	Improve East Lothian's connectivity	<ul style="list-style-type: none"> Maximise the opportunity presented by strategic transport infrastructure improvements delivered through the ESESCRD to unlock additional transport infrastructure improvements across the local authority area. Enhance and better integrate public transport provision and connectivity, by: <ul style="list-style-type: none"> Examining the potential for timetable scheduling with transport providers to reduce connection times and enhance multi-modal journeys. Explore the potential for public transport interchanges across East Lothian. Work to improve rural transport connectivity. Explore opportunities to encourage and support more sustainable and healthy modes of transport, e.g. cycling, through the provision and promotion of more cycleways and dedicated cycle lanes, and Green Active Travel Corridors. Explore opportunities to deliver public transport through innovative alternative means (e.g. social economy model). Support increased levels of digital inclusion and speed across East Lothian, to help businesses and communities take advantage of improved broadband infrastructure and mobile network coverage. 	East Lothian Council	<p>Scottish Government</p> <p>Abellio Scotrail</p> <p>Transport Scotland</p> <p>East Coast Buses</p> <p>Bus companies</p> <p>Sustrans Scotland</p> <p>Social economy Sector</p> <p>BT</p> <p>Digital Scotland</p> <p>Area partnerships</p> <p>Edinburgh College</p> <p>ESESCRD</p>	Medium-High	Medium term

#	Project	Key actions	Lead responsibility	Partners	Priority	Timescale
		<ul style="list-style-type: none"> Lobby the Scottish Government to dual the A1 to the Scotland-England border, as an important strategic transport route for East Lothian. 				
5	Enhance East Lothian's business support infrastructure and make the most of assets	<ul style="list-style-type: none"> Make the most of the knowledge and experience of local business influencers to help support East Lothian businesses and entrepreneurs. Better joining up of SE's account management service, Business Gateway, East Lothian Works, Chambers of Commerce, FSB and East Lothian Council's business/economic development services to better encourage businesses to grow, convert lifestyle businesses, and secure a strong pipeline of growth and potential high-growth businesses. Build low carbon planning, energy efficiency and sustainability advice into the East Lothian business support ecosystem. Review demand for East Lothian's business premises and explore opportunities to enhance local business premises offer 	East Lothian Council	East Lothian Community Planning Partnership Connected Economy Group Scottish Enterprise/Scottish Development International Business Gateway Scottish Government Skills Development Scotland QMU Edinburgh College Mid- and East Lothian Chamber of Commerce Federation of Small Businesses Other local Business Groups/Forums East Lothian Works Transport Scotland	Medium	Short-Medium term

#	Project	Key actions	Lead responsibility	Partners	Priority	Timescale
				Voluntary and social enterprise sector		
6	Energise East Lothian's town centres and rural economy	<ul style="list-style-type: none"> In line with the development of prospectuses through Strategic Workstream 1, develop and market distinctive branding of each town which builds on each town's existing assets. Develop, support and market East Lothian's rural economy and associated opportunities. Support local efforts to enhance East Lothian's town centres, improve the retail and visitor experience, and make improvements to street scenes, parking provision, amenities, etc. Encourage town centre development, and support mixed uses in town centres to enhance sustainability and resilience by: <ul style="list-style-type: none"> Exploring and taking advantage of opportunities to developing business space within town centres; Identifying opportunities for community and social use of premises in town centres, recognising the shift in retail trends, and changing nature of high streets; and Considering alternative commercial uses of town centre and rural assets. Provide continued support for local retailers and businesses through 'shop local schemes', farmers' markets, making connections to East Lothian Food & Drink. Work to extend and encourage 'shoulder season' tourism activity and evening economy activity in towns. 	East Lothian Council	East Lothian Community Planning Partnership Connected Economy Group Mid- and East Lothian Chamber of Commerce Federation of Small Businesses East Lothian Works Local Business Groups/Fora Area partnerships Voluntary and social enterprise sector Town centre business, rural business and other interest groups and stakeholders	Medium-High	Medium term
7	Develop more sustainable employment and training pathways for all in East Lothian	<ul style="list-style-type: none"> Ensure a smooth and well-communicated learner journey across East Lothian's learning and employability pathways. Seek opportunities to enhance the delivery of East Lothian Works, and enhance complementarity with the Integrated Regional Employability and Skills (IRES) programme to maximise opportunity and join up learning and employability services. 	Skills Development Scotland	East Lothian Council East Lothian Works Skills Development Scotland DYW (Developing the Young Workforce)	Medium-High	Short-Medium term

#	Project	Key actions	Lead responsibility	Partners	Priority	Timescale
		<ul style="list-style-type: none"> • Align skills provision with industry need in East Lothian through work placements, education-industry partnerships, etc. • Embed employability attributes and skills into the curriculum from as early an age as possible so building resilience, flexibility and team working. • Work with DYW Edinburgh, Midlothian and East Lothian to: <ul style="list-style-type: none"> ○ Increase the involvement of local businesses in supporting youth transitions – e.g. enterprise education in schools, work experience placements, apprenticeships. ○ Develop mentoring of young people in and from school into Further Education or employment. ○ Provide opportunities for young people to develop entrepreneurial skills and align these with other programmes and options. ○ Deliver the East Lothian Guarantee. • Ensure continued accessibility of FE and training opportunities for East Lothian’s young people, such as through local delivery by the school-college partnership, and the provision of transport passes. • Seek opportunities to increase the number of apprenticeships and National Training Programmes opportunities taken up by young people in East Lothian. This should include the increasing opportunities for Graduate Level Apprenticeships. Align with the East Lothian Workforce Plan (ELC and SDS) • Identify need/demand for life-long learning opportunities, and help East Lothian residents to upskill, change careers, or return to the labour market. 		<p>Edinburgh, Midlothian and East Lothian</p> <p>QMU</p> <p>Edinburgh College</p> <p>Local employers</p> <p>DWP/Job Centre Plus</p> <p>STRIVE/3rd sector</p>		

Monitoring and evaluation framework

1.4 The following table sets out a monitoring and evaluation framework for the delivery of the refreshed East Lothian Economic Development Strategy and action plan.

1.5 We recognise that some indicators will be progressed as an indirect result of work on other indicators, for example an increase in BERD will not be directly achieved by East Lothian Council, more by supporting an increase in the business base and other improvements. These indicators are included in the monitoring and evaluation framework as a means of measuring the impact of the Strategy.

Indicator	Baseline	Target	Timeframe	Notes
Increase the business base	3,180	3,300	2022	Baseline is for 2018. Source: UK Business Counts, NOMIS.
Increase the number of businesses accessing support services	237	400	2022	Baseline is for 2016/17 and includes businesses supported by Business Gateway (134), East Lothian Works (69), SDI (24) and SDP (10). Source: SLAED Indicators Framework.
Increase number of businesses in growth pipeline/ accepted for SE account management <i>Number of actively innovating businesses</i>	5	6	2019	Baseline is for 2017/18 target. <i>It should be noted that there is a limit to the number of businesses accepted for account management.</i> Source: East Lothian Council.
Increase employment	28,500	34,000	2022	Baseline is for 2015. Source: Business Register and Employment Survey, NOMIS.
Increase job density (jobs per working age population)	0.55	0.60	2022	Baseline is for 2016 Source: Business Register and Employment Survey, NOMIS, and Mid-Year Population Estimates, NOMIS.
Increase new/safeguarded jobs from completed inward investment projects	0/0	140/100	2022	Baseline is for 2016/17. Aligned to SLAED indicators. Source: SLAED Indicators Framework.
Increase amount of available development-ready employment land and economic assets ¹ <i>Particularly for high value employment use</i>	0m ²	+100,000m ²	2022	Baseline is for 2015. Please note that the Cockenzie site (90,000m ²) accounts for the vast majority of the target increase. Source: SLAED Indicators Framework and Employment Land Audit.
Decrease town centre vacancy rate	5.6%	5%	2022	Baseline is for 2016/17. Aligned to SLAED indicators. Source: SLAED Indicators Framework.

¹ This is based on the 2015 Employment Land Audit, and contrasts with the amount of available land allocated for employment use in the recently adopted East Lothian Local development Plan 2018

Indicator	Baseline	Target	Timeframe	Notes
Increase workplace:residence earning ratio	0.94	1	2022	Baseline is for median gross weekly earnings for full time workers in 2016. Aligned to SLAED indicators. Source: Annual Survey of Hours and Earnings, NOMIS.
Increase BERD	£3.9m	£5m	2022	Baseline is for 2016. Source: Scottish Government Gross Expenditure on R&D.
Maintain level of apprenticeship starts	550	550	2019	Baseline is for 2017/18. Please note this is an annual target of starts that is to include Modern, Graduate and Foundation Apprenticeships. Source: Skills Development Scotland.
Increase tourist visitors	1.35m	1.5m	2022	Baseline is for 2016. Source: STEAM.
Increase % of tourists staying overnight	32%	35%	2022	Baseline is for 2016. Source: STEAM.
Increase superfast broadband connectivity	92.1%	100%	2022	Baseline is for 2018. Source: thinkbroadband.com

THE EAST LoTHIAN ECONOMIC DEVELOPMENT STRATEGY 2012-22, Update report to PPRC, 9 October 2019

Appendix 2

East Lothian Plan 2017-2027: Outcome Indicators – Update, August 2019

THEME 1 – PROSPEROUS							
Themes and Outcomes		Indicators	Source	Baseline 2017/18	Target 2022	August 2019	Lead Group/ Partner
Outcome 1.1 East Lothian people are working, are free from in-work poverty and are able to develop and improve their work skills.	1	Job density – proportion of people of working age (16-64) in employment in East Lothian (including employed and self-employed) (2016 – 35,000 / 65,000) (ELC)	Economic Development Strategy NOMIS	0.55 (2016)	0.60	0.56	Connected Economy Group
	2	% earning less than the Living Wage Covers employees age 18+ on the PAYE system on adult rates and whose pay was not affected by absence. Local Authorities are 'workplace' based, so the data is all those that work in the Council area regardless of where they reside	ONS – Annual survey of hours and earnings	19.1% (2017) Scottish average – 18.4%	17%		Connected Economy Group
	3	Adult employment Rate	SLAED / NOMIS	75.5%	80%		Connected Economy Group

				Scottish average – 74.3%			
	4	Number of people participating in EL Works operated or funded employability programmes (ELC)	SLAED	384	400	463	Connected Economy Group
	5	% participation rate for 16-19 year olds (ELC)	SDS	94.7%	95%	Available Sept 2019	Connected Economy Group and Children's Partnership
Outcome 1.2 Local businesses are thriving and the business base is expanding.	6	Business base – number of businesses (ELC)	Economic Development Strategy	3,135	3,300	3,180	Connected Economy Group
	7	Town centre vacancy rate (ELC)	Economic Development Strategy	6.1%	5%	8.4%	Connected Economy Group
	8	Land supply available for business growth (ELC)	Economic Development Strategy	55,000sqmt	155,000sqmt	1,412,000 Immediately available = 103,000 Minor constrained = 781,000 Major constrained = 528,000	Connected Economy Group

Outcome 1.3 People and businesses in East Lothian have better access to digital infrastructure and the digital skills they need.	9	Proportion of East Lothian properties with Superfast Broadband (30Mbps) (ELC)	SLAED from Ofcom	88%	100%	88%	Connected Economy Group
	10	Indicator of digital skills in the workforce	SDS	tbc	tbc		Connected Economy Group

THE EAST LoTHIAN ECONOMIC DEVELOPMENT STRATEGY 2012-22, Update report to PPRC, 9 October 2019

Appendix 3

Indicator	Timeframe	Targets 2017/18	Actual 2017/18	Targets for 2018/19	Actual 2018/19	Targets for 2019/20	Current position 2019/20 as at 5/09/2019
EDSI - Bus 01 - Business Gateway-Start ups - quarterly	quarterly	210	210	210	200	210	49
EDSI - Bus 02 - Business Gateway-Start ups that are trading after 12 months	quarterly	75%	52%	75%	100%	75%	70%
EDSI - Bus 04 - Number of jobs created through loan awards	Annual	65	257	130	76	45	
EDSI - Bus 05 - Number of jobs protected through loan awards	Annual	275	437	350	95	85	
EDSI - Bus 06 - Number of businesses attendees at business events delivered by EDSI (Note BG removed)	quarterly	550	943	700	994	700	188
EDSI - Bus 07 - Number of jobs per 10,000 adults (employment density)	Annual	3400	3662	3665	3793	0.56	
EDSI - Bus 08 - Number of businesses per 10,000 adults (business density)	Annual	370	410	400	410	????	
EDSI - Bus 11 - Number of jobs created by start ups assisted by Business Gateway	quarterly	250	239	230	229	230	53
EDSI - Bus 12 - Business Gateway Start up average turnover after 12 months of trading	quarterly	£43,000	£49,164	£45,000	£42,239.00	£38,000	£35,359
EDSI - Bus 13 - Business Gateway Start up average net profit after 12 months of trading	quarterly	£10,000	£16,442	£12,000	£22,608.00	£12,000	£22,282
EDSI - Bus 16 - Number of businesses in growth pipeline and number accepted for Scottish Enterprise Account Management	Annual	5	3	5	5	6	
EDSI - Bus 18 - Number of social enterprises assisted to research idea, start and develop	Annual	15	18	12	13	12	
EDSI - Bus 20 - Count of business births and new enterprises per 10,000 population aged 16 to 75 supported by the Business Gateway	Annual	28	27	27	26	27	
EDSI Bus 21 - Increase in the Business Base - number (NOMIS)	annual	n/a	n/a	n/a	n/a	3200	
EDSI - Tour 01 - Economic impact of day visitors annual (STEAM report)	Annual	£43,500	£43,930	£44,000,000	£47,240,000	£45,000,000	
EDSI - Tour 02 - Tourism Economic impact of overnight stays annual (STEAM report)	Annual	£203,700,000	£206,260,000	£213,000,000	£223,580,000	£215,000,000	
EDSI - Tour 03 - Tourism total number of tourist days staying and day visitors (STEAM report)	Annual	£1,170,000	£2,780,000	2,780,000	2,789,000	2,900,000	
EDSI - Tour 04 - Tourism total number of tourist days staying visitors (STEAM report)	Annual	813,000	1,860,000	1,900,000	1,867,000	2,000,000	
EDSI To 05 Number of Food and Drink companies supported	Annual	n/a	n/a	n/a	n/a	44	
EDSI To 06 Number of exhibitions and trade shows attended supporting tourism, golf and food drink	Annual	n/a	n/a	n/a	n/a	4	
EDSI To 07 Number of companies attending exhibitions and trade shows	Annual	n/a	n/a	n/a	n/a	25	
EDSI ED 01 Number of businesses assisted to relocate to East Lothian	Annual	n/a	n/a	n/a	n/a	1	
EDSI Ed 02 Number of businesses based in the QMU innovation zone	Annual	n/a	n/a	n/a	n/a	25	
EDSI Ed 03 Number of businesses accepting the East Lothian Gift Card	Annual	n/a	n/a	n/a	n/a	135	
EDSI Ed 04 Total monetary value of gift cards purchased	Annual	n/a	n/a	n/a	n/a	£15,000	
EDSI Ed 05 Number of film productions	Annual	n/a	n/a	n/a	n/a	22	
EDSI Ed 06 Economic impact of film productions	Annual	n/a	n/a	n/a	n/a	£438,500	
EDSI Su 01 Percentage coverage of high-speed broadband	Quarterly	n/a	n/a	n/a	n/a	95%	88%