

EAST AYRSHIRE COUNCIL

DEVELOPMENT SERVICES COMMITTEE – 1 AUGUST 2000

AYRSHIRE STRATEGY FOR JOBS MONITORING AND EVALUATION FRAMEWORK

Report by Director of Development Services

1 PURPOSE OF REPORT

- 1.1 To advise the Committee of the recently completed Monitoring and Evaluation Study on the first year of operation of the Ayrshire Strategy for Jobs.

2 BACKGROUND : “THE AYRSHIRE STRATEGY FOR JOBS”

- 2.1 The Ayrshire Strategy for Jobs action plan was prepared as a response to a series of “economic shocks”, in the form of large scale industrial closures and associated redundancies throughout the Ayrshire economy during the period 1996 to 1998. The most immediate examples locally were the job losses as a result of the sale of Sports Division, affecting Kilmarnock and the receivership of Sweater Shop in Cumnock.
- 2.2 As a result of representations which the Ayrshire Economic Forum made to the then Scottish office minister, Lord Macdonald of Tradeston, the Forum was asked to develop and implement a strategy for jobs which acknowledged that Ayrshire is a regional economy facing structural change and requires actions to create an economically sustainable future. Additional funding of £2.4m was secured from Scottish Enterprise for a wide range of measures.
- 2.3 The Ayrshire Strategy for Jobs was developed on the basis of 5 strategic thrusts :
- help create a **diversified economy**;
 - assist in the development of a **competitive business location**;
 - facilitate the development of **new skills** to meet the challenges of a divers economy;
 - address the problems of **social inclusion** by measures to enhance access to opportunity; and
 - address **image and perception** through promotion of Ayrshire as “Scotland’s Global Connection”.
- 2.4 The Strategy was adopted by the Ayrshire Economic Forum in mid 1999.

3. MONITORING AND EVALUATION FRAMEWORK

- 3.1** In adopting the Strategy, the Ayrshire Economic Forum committed to monitoring and evaluation to ensure both accountability and value for money.
- 3.2** Independent consultants were appointed to develop a Monitoring and Evaluation (M&E) Framework and to review the activities of the Forum partners during the first year of the Strategy.
- 3.3** The M&E Framework was developed to include :
- tracking a range of key economic indicators;
 - recording milestones in the delivery of the Strategy;
 - tracking the attitudinal changes which the Strategy seeks to stimulate; and
 - keeping key stakeholders in the Ayrshire economy informed.

4. THE AYRSHIRE STRATEGY FOR JOBS : ACHIEVEMENTS IN YEAR 1

- 4.1** Although the Strategy has only been operational for one year, it is possible to identify a number of significant achievements :
- demonstration of the benefits of partnership working, exemplified by the success in lobbying for both the upgrading to motorway status of the A77 from Malletsheugh to Fenwick and the granting of 5th Freedom rights for freight flights into Glasgow Prestwick International Airport;
 - setting firm foundations for tackling the structural changes which face the Ayrshire economy through, for example, promoting ICT developments, encouraging commercialisation spin-outs, and addressing business infrastructure weaknesses;
 - tackling immediate issues facing the Ayrshire economy; and
 - actively tackling social exclusion through the development of Social Inclusion Partnerships (SIP's).
- 4.2** Key outcomes and outputs to date include :
- 300 Modern Apprenticeships;
 - delivery of the James Watt College project in North Ayrshire;
 - acceleration of the development of Riverside Business Park in North Ayrshire and further developments at Rowallan Business Park in Kilmarnock;
 - upgrading of the Moorfield Industrial estate in East Ayrshire;
 - success of the CONDUIT and SuperCONDUIT projects in East Ayrshire;
 - development of ICT skills throughout Ayrshire; and
 - Re-deployment of staff from VOLVO in North Ayrshire.

- 4.3** There has been a reduction in unemployment within Ayrshire in general and East Ayrshire in particular, much in line with the rest of the UK, these are highlighted as follows:

*Unemployed Claimants	June 00	June 99	% Change
Ayr	5.0%	5.4%	-7.3%
East Ayrshire	10.5%	11.5%	-9.2%
Girvan	9.7%	10.2%	-4.4%
North Ayrshire	9.0%	9.6%	-6.0%
TOTAL	8.6%	8.0%	-7.4%

*Source, Strathclyde Labour Intelligence Market Survey

5. YEAR 2 AND BEYOND

- 5.1** The key themes which have been identified for the year 2000/2001 are as follows :

creation of a diversified economy

the development of e-commerce, tourism and the promotion of inward investment

development of a competitive business location

activities to build upon Ayrshire's connectivity, such as rail freight and sea port developments and competitive locations for business

acquisition of new skills to meet the challenge of a diversified economy

continued delivery of additional Modern Apprenticeships and development of creative and management skills

address economic exclusion

continue partnership activities in SIP areas, using ICT projects to overcome barriers to inclusion

address image and perception

continued promotion of Ayrshire

6. POLICY IMPLICATIONS

- 6.1** The achievements of the Ayrshire Strategy for Jobs support the achievements of the Council, as expressed in the Council Plan.

7. FINANCIAL, LEGAL AND PERSONNEL IMPLICATIONS

7.1 There are no financial, legal or personnel implications.

8. RECOMMENDATION

8.1 That the Committee note the terms of this report.

STEPHEN CHORLEY
Director of Development Services

24/07/2000
JRS/CF

BACKGROUND PAPERS

The Ayrshire Strategy for Jobs Programme

The Monitoring and Evaluation Framework : EKOS 2000

**Detailed submission by East Ayrshire Council : Development Services for the
Monitoring & Evaluation Framework.**

For further information please contact JOHN SPOONER, Business Development
Manager on Extension 6143.

AGENDA