

West Lothian Council Economic Development

Road to Recovery Challenge & Response

Date: 30 Sept 2020
Item No: 7b Community Planning Partnership Board

West Lothian Recovery Planning Group

- Include internal weekly meetings & fortnightly partner meetings
 - Data gathering & sharing
 - Mapping of activity
 - Joined up approach to employer engagement
 - How to address skills gaps
 - Ensure responding to government policy & initiatives
 - Creation health/wellbeing/anti poverty group

Health and Wellbeing/Anti-Poverty

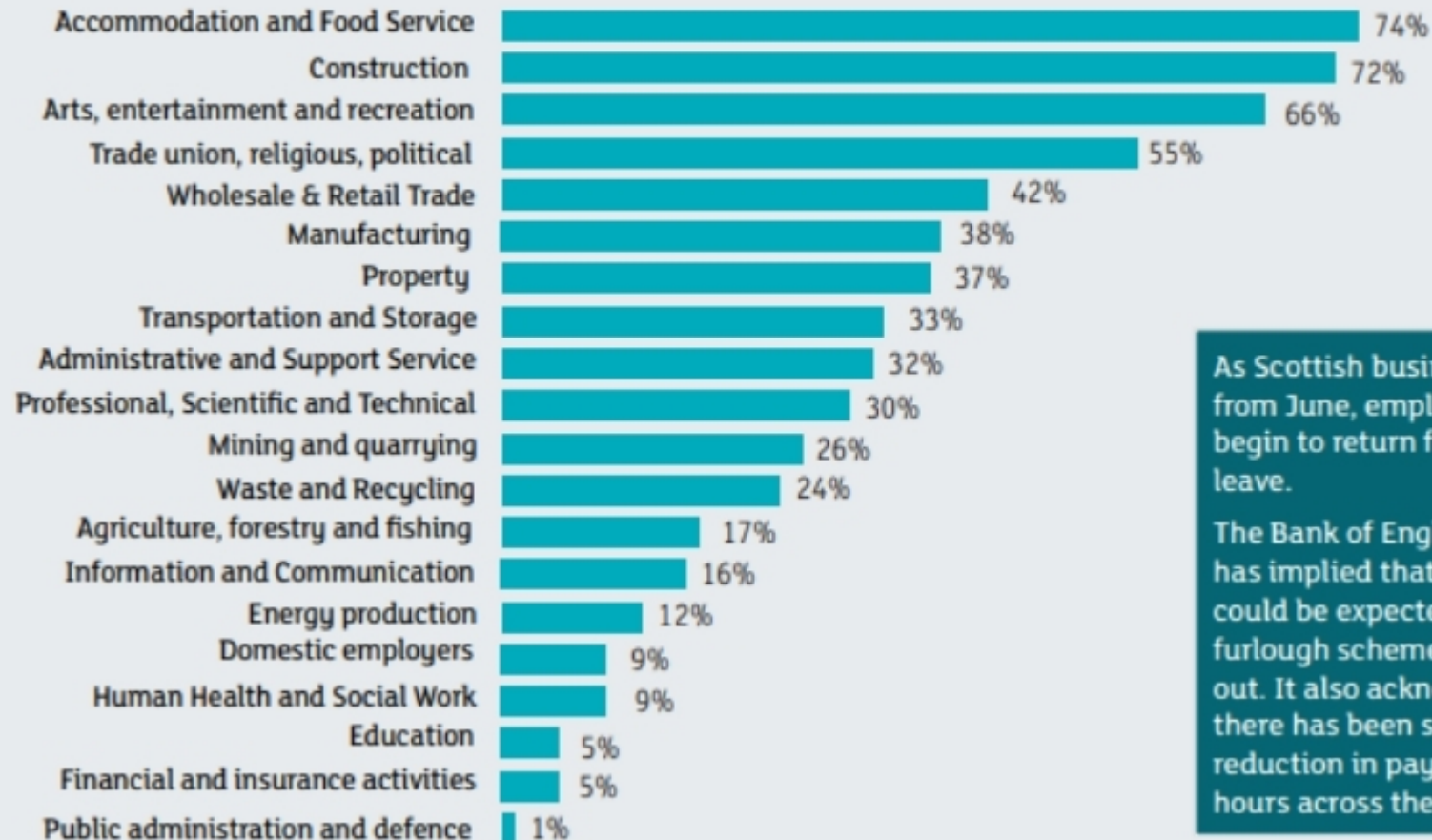
- HWB/AP working group involving officers and CPP partners have been gathering evidence of activity in response to COVID-19 and key challenges going forward – largely from a health & wellbeing/anti-poverty perspective
- Identified potential themes for CPP (currently engaging with communities on these):
Income; Employment (and unemployment) and business support; Housing and homelessness; Longer-term resilience arrangements particularly for third sector; Mental health and wellbeing
- Clear link with economic recovery so there has been regular discussion between the two groups to ensure alignment and avoid duplication
- Members of both groups involved in developing a COVID data set, to provide a robust, systematic reference point to measure the impact of the pandemic and build a picture of COVID-related issues
- Economic Recovery Plan and HWB/AP work to be reported to CPP Board in September for discussion

Green Recovery


- There has been a strong focus nationally on ensuring that the green economy is an integral part of recovery plans
- Significant opportunity to create long term improvements through driving innovation and creating new jobs in growth industries
- Aligns with the Council's Climate Emergency response and the aim to be a net-zero carbon West Lothian by 2045
- Potential additional benefits include improving health outcomes, creating stronger local communities, and helping to restore the natural environment.

Coronavirus Job Retention Scheme²

Across all industries in Scotland, 30 per cent of the eligible workforce have been furloughed up to 30th June 2020.



As Scottish businesses re-open from June, employees may begin to return from furlough leave.

The Bank of England (2020) has implied that redundancies could be expected as the furlough scheme is phased out. It also acknowledges that there has been substantial reduction in pay and working hours across the UK. 

Projected estimated Job Losses based on total furloughed in West Lothian

Projected Job Losses by based on total furloughed in West Lothian						
Industry	Total Jobs	Furlough est in WL	Estimated job losses			
			25%	30%	40%	50%
Accommodation & food services	3300	2442	610.5	732.6	976.8	1221
Construction	5500	3960	990	1188	1584	1980
Arts, entertainment & recreation	3000	1980	495	594	792	990
Wholesale and retail	12300	5166	1291.5	1549.8	2066.4	2583
Manufacturing	7500	2850	712.5	855	1140	1425
Property	900	333	83.25	99.9	133.2	166.5
Transport & storage	6300	2079	519.75	623.7	831.6	1039.5
Administrative & support service	8000	2560	640	768	1024	1280
Professional, scientific & technical	4300	1290	322.5	387	516	645
Mining & quarrying	600	156	39	46.8	62.4	78
Agriculture, forestry & fishing	900	153	38.25	45.9	61.2	76.5
Information & communication	6200	992	248	297.6	396.8	496
Human health & social work	8500	765	191.25	229.5	306	382.5
Education	4800	240	60	72	96	120
Financial & insurance	700	35	8.75	10.5	14	17.5
Public administration & defence	5500	55	13.75	16.5	22	27.5
Energy production	0	0	0	0	0	0
Domestic employers	0	0	0	0	0	0
Trade union, religious political	0	0	0	0	0	0
Waste & recycling	0	0	0	0	0	0
Total	78300	25056	6264	7516.8	10022.4	12528

Unemployment in West Lothian

- At February 2020, rate was 2.9%
 - 3,000 citizens
- At August 2020, rate is 6.1%
 - Over 7,100 citizens
 - Furlough is protecting over 25,000 jobs
- By January 2021, rate is forecast at 13%+
 - Over 12,500 citizens
- Across the Lothians, most affluent wards are most impacted
 - Linlithgow, Morningside, North Berwick

Sector analysis

- Based on scenario planning by a range of organisations incl. Bank of England, Skills Development Scotland and KPMG
- West Lothian could be least impacted by economic downturn (KPMG)
- Forecast 12,500 unemployed citizens in West Lothian
- Worst impacted sectors
 - Retail/wholesale, Construction, Business Services, Tourism
- However, also Jobs growth
 - Life sciences, technology, engineering
 - Contra forecast – manufacturing

Resilience of West Lothian to COVID-19

The Oxford Economics Vulnerability Index⁹ considers a local authority's economic diversity, business environment and digital connectivity to consider how able, or not, an area is to withstand and respond to the economic shock resulting from COVID-19.

A score above 100 on the index means an area is more vulnerable than the Great Britain average.




West Lothian

91.5

6th most resilient local authority

Business environment contributed most to the locality's resilience – the score of 64.6 for this indicator suggests a lower share of small firms and self-employment in the region. Economic diversity and digital connectivity however create some vulnerability – the score for the latter was 129.7 suggesting poor broadband speeds and low rates of working from home.

"The majority of the Scottish districts are more vulnerable to the coronavirus pandemic compared with the GB average, with urban districts being more resilient." 



West Lothian
Council

Start Up Customer Journey



- Email / Telephone
- Business Gateway Website
- Plan to Start
- Referral from Partners
 - DWP
 - Citizens Advice Bureau
 - PACE
 - Fair Start

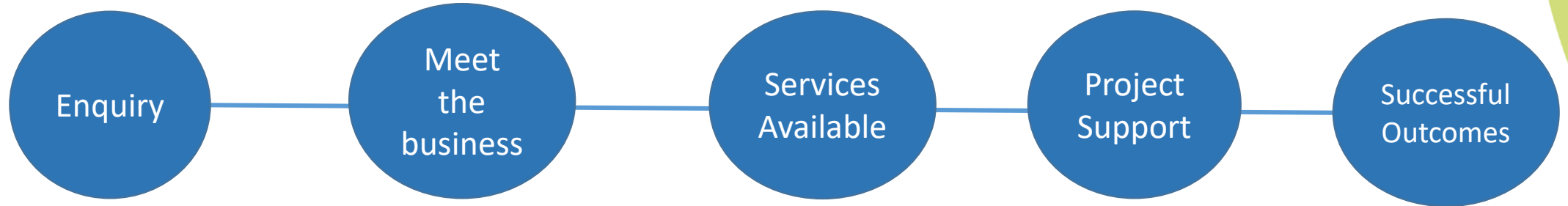
- Initial meeting to discuss the business idea and what support is available
- Follow-up to progress actions

- Business Information Service
- Cobra Factsheets
- Financial Planning
- Property Searches
- Workshops
- Digital Boost

- Start Up Workshop Series
 - Business Planning
 - Marketing
 - Book-keeping
 - Digital / Social Media

- Self-employment
- Funding
- Premises
- Job Creation
- Impact on local economy

Existing Business Customer Journey



- Email / Telephone
- Business Gateway Website
- Partner Referral

- Initial meeting to discuss the business and growth potential
- Business Development Review

- Business Information Service
- Cobra Factsheets
- Financial Planning
- Property Searches
- Local Funding
- Workshops
- Digital Boost

- Collaboration with partners
 - Scottish Enterprise, SMAS, SDS
- Expert Help Programme
 - Leadership Development, Financial Readiness
- Funding
 - GAP Funding, Business Loan Scotland, Investment

- Grant Funding
- Job Creation
- Job Safeguarding
- Inward investment

Support for Individuals

Employability support is being provide to residents, unemployed or worried about their current employment.

From 1st April :

- 581 clients have been supported
- 127 of the clients were new to the service during the period
- 53 have been supported into employment
- A range of online workshops have been designed to meet client need including Health and Well Being, Interview Skills and Women n2 Work.
- Support is being provided remotely online, telephone, web and via email.



Client Journey2employment



Online,
Freephone,
Email,Web:
Self Referral
Partner
Referral



Online:
Interview Skills
CV Preparation
Job Seraching
Customer Care
WN2W
MN2W



Online:
CV Proforma



Email:
Vacancy Bulletin
Piloting Online
Job Club



Telephone,
Online:
One to one
assistance
CV preparation
Job Applications
Mock Interviews

Key Priority Groups

Support for young people

- Steps n2 Work will deliver 50 wage subsidies in 2020/21, further opportunities may exist through Kick Start funding
- Additional support provided for all 2020 summers school leavers
- Virtual Youth employment hubs being created with DWP for the provision of supporting young people currently on UC
- DYW – Up2U programme
- Employability resource pack developed for young people

Redundancy support

- Redundancy support is being provided through the PACE partnership and via a localised service offer
- Localised West Lothian number for residents to contact
- 1 to 1 support being provided to look for alternative employment, welfare / benefits or to access Council services such as Housing

Youth Unemployment

In response to the increasing levels of current youth unemployment two initiatives were announced at the start of September to support young people:

- Kick Start
- The Young Person Guarantee

Youth Unemployment

Number of claimants aged 18 -24 in West Lothian

	Number of claimants	%	Scottish Average
Aug-19	710	5	4.8
Sep-19	690	4.9	4.5
Oct-19	670	4.8	4.4
Nov-19	680	4.8	4.4
Dec-19	685	4.9	4.4
Jan-20	650	4.6	4.3
Feb-20	685	4.9	4.5
Mar-20	735	5.2	4.6
Apr-20	1,045	7.4	7.1
May-20	1,325	9.4	8.4
Jun-20	1,395	9.9	9.1
Jul-20	1,485	10.6	9.7
Aug-20	1,530	10.9	9.8

Kick Start

- 6 month placement, 25 hours per week at national minimum wage
- Employability support and training to be built into provision
- To be eligible young people must be 16 – 24 and in receipt of universal credit and be at risk of long term unemployment
- Opportunities to be created in the public, private and third sector
- Funding to be managed by DWP through a national bidding process
- To create places organisations can;
 - Apply directly to DWP to create a minimum of 30 places
 - Apply to be an umbrella organisation to support delivery of the programme to organisations in a locality

The Young Person Guarantee

Within 2 years every 16-24 year old in Scotland will either be in paid employment for a period of between 12 and 24 months, enrolled in education, actively involved on an apprenticeship or training programme, or engaged on a formal volunteering or supported activity programme.

- Young Person Guarantee ; No One Left Behind was published on 2nd September which outlined a range of recommendations to implement the Youth Guarantee
- Funding of £60 million was also announced to support the Youth Guarantee, the following allocations have been made;
 - £30 million to Local Authorities
 - £10 million to Skills Development Scotland
 - £10 million to Developing Young Workforce
 - £10 million to the College sector

Skills and Employability

- Current profiling of future employment opportunities and skills needs
- Provision being aligned to opportunities in partnership with WL College and DWP through the development of Sector Based Work Academies and Boost Academies
- Delivery of next steps programme and provision for Winter leavers with West Lothian college

West Lothian College Economic Recovery Response



- East Central Scotland Collaboration
- Labour Market Intelligence
- Priority Grouping
- College Provision
- Employer Engagement
- Kickstart Partnership

Welcoming to all >>> Students at the centre of everything we do <<< Always striving for better



Summary

- Prepare for immediate/medium impact on economy
- Capture and make sense of intelligence as the crisis develops
- Continue to work in partnership to align resources
- Support businesses to re emerge
- Sector by sector analysis and support
- Retraining and re-employment support
- 2024 for economic recovery to reach 2019 levels

2nd wave / Brexit