

2017 Consultation Response Sheet

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Document title / ref	Consultation: (CPP / EconDevEmployment/ SHB ref)
Key	Black - Q1 – priority; Orange - Q2 – do different; Red - Q3 – stop doing; Q4 – start doing; Q5&6 – community; Staff
Heads of Service / Partner / Rep	Rhona Gunn Corporate Director: EDP&I
Categories	<ol style="list-style-type: none"> 1. We like & will investigate it 2. We are & this is an update 3. We can't take this forward & this is the reason why 4. We like & will explore more with the public 5. We acknowledge & can explain 6. We have reflected on our priorities & your comments will inform our future direction

Feedback/Comments Received:
Partnerships: Economic Development: Employment
Refer to:
CPP 230-18863 / Page 9-10 / Bullets 24-69
<p>24. A full strategy should be developed to attract and retain young people (16 to 29) to Moray.</p> <p>25. A healthy job market in Elgin</p> <p>26. Allow people to make a living</p> <p>27. Alternative employment rather than Oil and Gas</p> <p>28. apprenticeship opportunities</p> <p>29. Boost local economy/ job opportunities to stop the brain drain of our best young people</p> <p>30. Creation of Jobs</p> <p>31. Development of decent paid jobs in the local area</p> <p>32. Economic development - employment - bringing people, jobs and business to the area</p> <p>33. Employment</p> <p>34. employment and industry support</p> <p>35. employment prospects for young people</p> <p>36. Encouraging more non-essential workers into area i.e. doctors etc.</p> <p>37. Ensure jobs for graduates.</p> <p>38. Have a fair salary</p> <p>39. Improve graduate work experience [sic] placements & opportunities.</p> <p>40. income from job</p> <p>41. Increased employment opportunities</p> <p>42. increasing youth employment opportunities</p> <p>43. Job Creation</p> <p>44. Job opportunities</p> <p>45. Job opportunities</p> <p>46. job security</p> <p>47. Jobs</p> <p>48. jobs for young people</p> <p>49. Jobs/Employment (full-time)</p> <p>50. local jobs</p> <p>51. making work opportunities in this area more enticing ng people.</p> <p>52. More apprentice/work experience placements for those aged over 21 who</p>

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have slipped through the net.

53. More help for school leavers getting into work

54. More local job prospects.

55. More opportunities for young people in securing training and jobs

56. more practical support for youth unemployment

57. opportunities.

58. Prioritising plans that enable good jobs and training for residents, rather than automating or outsourcing all but low paid care and service jobs.

59. provide more local sponsored apprenticeships to inspire the younger generation.

60. security

61. Staying employed

62. staying in well-paid, full-time professional jobs

63. Staying in work

64. support and creation of jobs

65. support in comers who have work ideas.

66. work

67. Work experience & paid work for people with hidden disabilities.

68. Youth employment

69. Youth Employment Opportunities

Partner Response:

45 of the 177 comments received relate to the need for employment opportunities, including training, apprenticeships and well paid jobs.

On that issue, the response is categories 1 and category 6: As an update Highlands and Islands Enterprise has been working with its partners Skills Development Scotland, the regional local authorities and the University of the Highlands and Islands on a talent recruitment, attraction and retention strategy, which has been referred to the Moray Community Planning Partnership for consideration. Regional and local skills investment plans are in place to help align the needs of business for employees with the skills required. Key sectors for employment growth include business services, the visitor economy, food and drink, engineering, life science and the creative industries. Partners have been working over the last 3 years to raise awareness of modern apprenticeships, including foundation and graduate apprenticeships, for people to learn while they earn. There are over 500 apprentices being supported in Moray currently. Moray Developing the Young Workforce is connecting employers with schools and Moray college to develop the skills and work ready capabilities of young people ready for the world of work. Through the Chamber of Commerce and local employers, Career Academies are giving young people valuable work experience and mentoring.

Most businesses in Moray (over 3,000) are small and medium sized enterprises of less than 50 employees with many of these micro enterprises of less than 10 employees including self-employed. Wages are determined by what the market will pay and by the value of skills possessed by individuals.

As regards supporting infrastructure for jobs, the response is category 2: The digital infrastructure that is being rolled out in Moray will help to enable the knowledge based economy that can deliver services to any location. Going forward a more globally connected workforce will bring opportunities of access to worldwide markets but also worldwide competition. The partnership is presently developing a growth bid for consideration by the

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UK government and Scottish government that will seek to improve the productivity of Moray business to compete, innovate, grow and internationalise.

On the issue of attracting higher paid jobs, the response is again both category 2 and category 6: Inward investment is focussed on attracting higher paid jobs, in particular promoting the high quality of life available in Moray. Improved access to markets and reduced travel times to other parts of the UK and Europe are needed to compete. Good education, high quality services, facilities and amenities such as shopping and leisure are needed to attract and retain people.

On the issue of retaining and attracting people, the response is category 6: We agree more needs to be done to promote Moray as a place to live work and visit, to attract and retain people with skills needed and to train and retrain the existing workforce. Graduate placement programme and apprenticeships (not just for young people up to the age of 28) are part of this.

On the issue of maintaining workforce employability, the response is category 2: The Community Planning Partnership has established an Employability Partnership to help coordinate partner activities around skills, school education, further and higher education, apprenticeships, and life-long learning.

On the issue of creating better, higher paid jobs, the response is category 2: Highlands and Islands Enterprise provides support for Large companies and has recently facilitated employment at Atos, Kura and Electro Flow Control,

As regards supporting business to start up and grow, the response is category 2: Business Gateway supports small and medium enterprises. During the year 2015/2016 with support from Business Gateway Moray:

- 128 new enterprises started
- 154 jobs were created or retained as a result of these new enterprises starting up or being purchased
- 21 start-up skills workshops were delivered to 197 attendees
- 27 workshops for growing businesses were delivered with 274 businesses attending
- 12 digital ready workshops delivered in partnership with HIE with 130 attendees
- 56 new and growing businesses were supported with access to finance / Investor ready advice.
- BG interventions resulted in them securing £1.1m of funding from various lenders.

More information about [Developing the Young Workforce](#)

More information about [Employability Moray](#)

More information about [Economic Development](#)

The local government's role in Economic Development is guided by the Scottish Government's priorities and strategies. In partnership with organisations across all sectors, the Council is working on a [strategic plan](#) and operational level to maximise economic benefits through its strategies, decision making, investment and services. [Economic Development Annual Review 2015-16](#)

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