

AYRSHIRE REGIONAL ECONOMIC PARTNERSHIP BOARD

MEETING – 29 APRIL 2021

REPORT BY INTERIM HEAD OF PLANNING AND ECONOMIC DEVELOPMENT: EAST AYRSHIRE COUNCIL

SUBJECT: AYRSHIRE GROWTH DEAL INFORMATION AND DATA

PURPOSE OF REPORT

1. The purpose of the report is to provide an overview on the information and data held by the Ayrshire Growth Deal (AGD) Programme Management Office (PMO), as well as the gaps identified at this stage of the programme.

RECOMMENDATIONS

2. It is recommended that Members:
 - (i) Note the information and data collected, as well as the gaps identified, for Ayrshire Growth Deal purposes;
 - (ii) Note that data collection for the region is a larger, more complex task;
 - (iii) Note next steps for the Regional Economic Partnership;
 - (iv) Otherwise, note the content of the report.

BACKGROUND

3. Data and information are required to build a comprehensive picture of the characteristics of the Ayrshire region. It is required to inform evidence based policy, decision making and priority setting to improve the lives of the people of Ayrshire.
4. At the Regional Economic Partnership meeting of 29 January 2021, Members advised that identification of relevant data and information to assist with the development of sector recovery and renewal action plans has been problematic in some cases.
5. A range of data and information have been collected and analysed throughout the AGD journey to date. This information may also be beneficial to partners when setting priorities for the wider Regional Economic Partnership.

DATA AND INFORMATION COLLECTED BY AGD PMO

Contextual Information

6. Baseline data has been collected and analysed from a range of national sources to assist with:

- the Inclusive Growth Diagnostic in 2018;
- informing priorities for the AGD pre Heads of Terms in 2019;
- an updated regional context within the Deal Document in 2020.

This involved compiling and collating key economic statistics for the region and sectors (where available), as well as comparative data for the whole of Scotland and the UK. Using the data:

- key trends were identified for the region;
- key differences between local areas and deviations from average trends for the whole of Scotland and the UK were drawn out;
- implications for a Regional Deal were drawn out by highlighting key strengths and opportunities.

The baseline data themes included:

- population
- households
- labour market
- economic performance
- education and skills
- health and wellbeing
- environment
- deprivation

Project Specific

7. To allow AGD funding to be drawn down from government, each project requires an approved HM Treasury, Green Book compliant business case setting out the strategic context for the spending proposal, which includes evidencing a robust case for change. The information includes:

- project development objectives
- outputs
- benefits (including job estimates for each land use project)
- risks
- constraints
- dependencies
- engagement
- financial phasing and profiling
- equalities impact assessment

8. In addition, the following research has been/will be necessary for the project team to commission to inform the business case for some projects:
- property market assessments
 - environmental impact assessments
 - site investigation studies
 - feasibility studies

AGD Monitoring and Evaluation

9. The realisation and evaluation of the impact of the Ayrshire Growth Deal is a fundamental requirement of all partners and performance monitoring will focus on measuring that:
- project and programme outputs are delivered on time, on budget and to scope; and
 - anticipated outcomes are achieved for Ayrshire.
10. Project and programme benefits are identified in project business cases and within the Implementation Plan. Benefits realisation logic chains articulate the relationship between inputs, activities, outputs and outcomes.
11. Every milestone, output and outcome must be monitored or evaluated if the benefits of individual projects and the wider programme are to be demonstrated.
12. To address how the Deal is performing against objectives and delivery plans, a Monitoring and Evaluation Framework and Benefits Realisation Plan will be developed in consultation with project teams, both governments, as well as other key stakeholders.
13. Feeding into the Benefits Realisation Plan will be the targets and outputs that are set for each project and the Community Benefits arising from projects.
14. As projects are developed, additional inputs, outputs and outcomes, and how these feed into the wider programme outcomes and Benefits Realisation Plan, will be identified.

GAPS

15. The baseline information mentioned above will require to be updated to provide a more up-to-date picture prior to projects moving into delivery.
16. Data for some sectors around productivity levels, GVA, median pay is not available at a regional level.
17. The Green Book guidance around economic appraisal was updated at the end of 2020. The new Green Book is clear that appraisals must go beyond Benefit Cost Ratio (BCR) and include the wider social value of the intervention. Social benefits include any social, economic, environmental or well-being benefits for

the project. It may be difficult to put a value on some social benefits, for example wellbeing and community morale. However, local, qualitative data will be important.

18. Understanding the severity of exclusion across the region over the lifetime of the Deal will be essential to ensuring that we target identified groups effectively and can measure and monitor progress reliably over the short and longer term.
19. The job estimates prepared by the PMO for the AGD land use projects will require to be updated as projects develop. These estimates, however, do not provide the more detailed information around the types of jobs that will potentially be generated within the sectors.
20. Further information around the current skills demand and supply to support the sectors and skills pathways for the projects will also be necessary.
21. As part of developing and agreeing the AGD Benefits Realisation Plan, it will be necessary to explore existing data sources for relevant indicators. In some cases, there will be gaps and new data points will be necessary to directly or indirectly best capture the chosen indicators.
22. Although national measures will be helpful, local data and intelligence will be key to telling the story and demonstrating success.
23. The suitability of selected indicators will be subject to ongoing review in the light of alternative data sources / approaches to measurement becoming available.

HOW WILL THE PMO FILL THE GAPS?

24. The PMO will work with national, regional and local stakeholders to better understand the severity of exclusion at a regional and national level enabling us to adopt a data driven approach to our decision making.
25. The PMO will work with project leads to articulate the wider social benefits of each project and, where possible, apply measures to capture the value of such benefits.
26. The PMO will support project leads to develop a consistent approach to ensure that inclusive growth, equalities and community wealth building outcomes are embedded in each business case.
27. Drawing on expertise across the regional partnership will be necessary.
28. The PMO will work with colleagues in Skills Development Scotland, the Ayrshire College, the University of the West of Scotland and project leads around the development approach to skills pathways for individual AGD projects.
29. Making better use of information at a local authority level will assist.
30. Identifying where local research is required.

CONCLUSION

31. There are clear intelligence gaps at a regional and local level to inform the progress and success of the AGD. By working in partnership with national, regional and local stakeholders, some of the gaps can hopefully be closed.
32. Connecting intelligence and data analysis across organisations and policy areas will help to inform decision making and priority setting.
33. Sharing information across the partnership will ensure that differential access to information is kept to a minimum. However, data collection and analysis for the wider regional partnership work is a larger more complex task.

NEXT STEPS FOR THE REGIONAL ECONOMIC PARTNERSHIP

34. Other information and data held by partners and relevant to the work of the partnership will require to be identified.
35. A mechanism for co-ordinating and sharing such intelligence across the partnership will require to be established.
36. Resource to take this work forward will also require to be ascertained.

FINANCIAL IMPLICATIONS

37. There are no direct financial implications arising from this report.

LEGAL IMPLICATIONS

38. There are no direct legal implications arising from this report.

HUMAN RESOURCES IMPLICATIONS

39. There are no direct human resource implications arising from this report.

EQUALITY IMPACT ASSESSMENT

40. There are no direct implications arising from this report.

Members requiring further information should contact:

Allison Craig, Ayrshire Growth Deal - Strategic Manager
allison.craig@east-ayrshire.gov.uk

Implementation Officer:

Allison Craig, Ayrshire Growth Deal - Strategic Manager
allison.craig@east-ayrshire.gov.uk