

## ABERDEEN CITY COUNCIL

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COMMITTEE	Communities Housing & Infrastructure
DATE	15 March 2016
DIRECTOR	Pete Leonard
TITLE OF REPORT	Bi-Annual Sector Skills Needs Audit Action Plan
REPORT NUMBER	CHI/15/317
CHECKLIST COMPLETED	Yes

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### 1. PURPOSE OF REPORT

The purpose of this report is to present the Action plan to address the issues highlighted within the 2015 Sector Skill Needs Audit

### 2. RECOMMENDATION(S)

Committee is recommended to:

- a) Support the delivery of proposed and commenced initiatives
- b) Support the continuation of the production of a bi-annual sector skills needs audit

### 3. FINANCIAL IMPLICATIONS

No additional budget is currently available to support the delivery of the proposed initiatives. Therefore all activities will be resourced from within the Economic Development service's existing operational and staffing budget and committed resource support from external partners. Delivery of a ESF strategic Intervention is also proposed within this action plan. If the application is successful a future paper will be presented to this committee highlighting the potential financial obligations associated with ESF initiatives.

### 4. OTHER IMPLICATIONS

The delivery of this Action Plan will form part of the wider service plan to deliver against the objectives of the Regional Economic Strategy, ensuring that locally based businesses have an increased pool of appropriately skilled personnel from which to recruit to address

business growth demands, and that individuals can access appropriate support and information to ensure they participate within the local economy at their optimum level.

Staffing: The delivery of this action plan will align to objectives set out in the Regional Skills assessment and Regional Economic Strategy for which resource has already been committed within the service work plan.

The Action Plan must be treated as an evolving tool where priorities of delivery can be amended to reflect the current changing economic environment within the city.

## 5. BACKGROUND/MAIN ISSUES

Aberdeen City Council has conducted six bi-annual sector skills needs audits which are used both internally by Aberdeen City Council and externally by our key delivery partners to drive the strategic planning and design of local activities to address the key skill issues within our city, to ensure that Aberdeen City & Shire has a sufficiently skilled population to meet the current and future demands of locally based businesses.

Much of the data for the 2015 audit was collected in Autumn 2014, and the impact that the Brent Crude Oil price reduction has had on the energy sector in terms of economically viable exploration and development and the following redundancies and changes within the employment landscape of this sector were not fully reflected in the audit. Therefore the action plan has been developed to reflect the generic skill needs and will predominantly propose and deliver activities that align to the audit but also to the wider economic arena.

The action plan in addition to training also contained elements of attracting skilled personnel to locate in the city. This action was initially developed to attract skilled engineering personnel for the Oil & Gas sector, as it is no longer appropriate to attract external personnel to this sector this activity will be on hold unless significant requests for assistance are received from other sectors. The “Welcome to the North East” guide is now in final translation stages and will be made available to both individuals and business as an integration tool for any incoming workers.

The Action Plan predominantly focuses on issues relating to people:

**Lack of People**

**Lack of sector awareness**

**Lack of experience/qualifications**

Through the initiatives contained within the action plan we will:

Ensure that a greater percentage of the population are given sufficient support, access to information and opportunities to increase the labour

pool and enhance lifestyles with particular emphasis on regeneration areas.

In partnership with external support bodies we will increase engagement with future participants and “influencers” to ensure that the wider range of occupational opportunities are positively promoted as valued career paths.

Work with internal and external partners to ensure a wider range of businesses participate in the engagement process and offer sustainable work experience and taster placements across a wide range of sectors.

Through Business Boosters ensure local businesses have access to appropriate information in relation to staff development, training and funding access, which will positively impact on their current and future workforce.

All aspects within the action plan will be continually evaluated and amended as appropriate

## 6. IMPACT

### **Improving Customer Experience –**

The action plan has been developed to ensure that our 4 key customer segment needs are fully considered and met where appropriate to this service.

#### **Internal**

We will work with other services to ensure common goals are met and duplication of service provision removed to ensure targeted members of the community receive the most appropriate level of service to increase their engagement potential.

#### **External Partners**

Joint delivery of services will increase impact and reduce required resources, whilst assisting both ourselves and partners to achieve common goals.

#### **Communities**

Appropriate informed engagement services will be delivered to ensure highest level of engagement within sustainable business sectors.

#### **Business**

Throughout the delivery of this action plan local businesses should have access to an increased labour pool to meet their resource requirements and enable them to grow and maintain their competitive marketplace.

### **Improving Staff Experience –**

Delivery of the action plan will create increased opportunities for staff to engage with external partners and businesses. This will increase communication and relationship building/maintenance skills and also a greater knowledge of the local economic environment.

### **Improving our use of Resources –**

This action plan has been developed to ensure partnership engagement and sharing of resources to achieve common goals. The ESF Strategic Intervention if successful will also lever in additional delivery funding from 2016 to December 2018

### **Corporate**

The contents of this report relate directly to delivering the economic development aspects of the **Single Outcome Agreement**

**National Outcome 1** – We live in a Scotland that is the most attractive place for doing business in Europe

**National outcome 2** – We realise our full economic potential with more and better employment opportunities for our people.

**Local Outcome** – Diversification of our economy

**Regional Economic Development Strategy** – Inclusive Economic Growth

### **Public –**

There may be limited public interest due to the current downturn within the Energy sector.

Neither an Equality and Human Rights Impact Assessment nor a Privacy Impact Assessment is required for this report.

## **7. MANAGEMENT OF RISK**

Failure to deliver the activities contained within the action plan could potentially reduce the ability of local businesses to deliver on their objectives and further distance those not participating within the employment arena from participating and improving their quality of life and health.

Failure to deliver the activities contained within the action plan could reduce the ability of external partners to deliver initiatives and meet our combined objectives.

## **8. BACKGROUND PAPERS**

Regional Economic Strategy  
Regional Skills Assessment (SDS)  
Regional Skills Investment Plan (SDS)

## **9. REPORT AUTHOR DETAILS**

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