

SOUTH OF SCOTLAND COMPETITIVENESS STRATEGY

2016 – 2023

ACTION PLAN 2016-2017

April 2016

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Appendix 2

Priority 1 – Fostering a culture of innovation

PROJECT	CORE ACTIONS	TIMESCALE	MEASUREMENT	OUTCOME
1A - Unearthing Innovators	<ol style="list-style-type: none"> 1. Repurpose, reprioritise and align existing resources (BG, LA, SE, business organisations, intermediaries) to identify the 100 most promising unengaged/under engaged businesses with potential to deliver growth through innovation (inc. internationalisation) 2. Engage intermediaries and align activity/effort to engage businesses 3. Assess growth opportunities and associated barriers/challenges 4. Work with partners to develop bespoke support packages 5. Identify future pipeline (e.g. 10 new companies each year) 	<ol style="list-style-type: none"> 1. Review existing and allocate dedicated LA, BG, SE frontline resources to task by autumn 2016 2. Engagement strategy developed with partners (SDS, Further Education, Higher Education) by winter 2016 3. Businesses identified and approached by end 2016 4. Support packages delivered from early 2017. 	<p>Short term:</p> <ul style="list-style-type: none"> • Number of companies actively engaged • Number of products and services delivered to supported companies <p>Medium term:</p> <ul style="list-style-type: none"> • Growth amongst supported companies – turnover and employees • % of supported companies trading overseas/in new international markets • % of supported companies taking up innovation support 	Stronger economy with more innovative businesses
1B - Innovation for every business	<ol style="list-style-type: none"> 1. Review and mapping of current innovation offer 2. Development of major campaign to inspire wider business base to access support and become innovation active 3. Engagement with as wide a range of organisations (particularly private sector) as possible, to help engage businesses and promote the offer 	<ol style="list-style-type: none"> 1. Define and describe the offer by autumn 2016 2. Identify and engage partners during autumn 2016 3. Launch campaign at Economic Summit 	<p>Short term:</p> <ul style="list-style-type: none"> • Increased take up of innovation (inc. internationalisation) support <p>Medium term:</p> <ul style="list-style-type: none"> • Sustained increase in uptake of innovation support at all stages on the innovation journey (entrant through to more specialised support) • Good understanding of support available and access points amongst the wider business community (survey evidence) 	<p>Stronger economy with more innovative businesses</p> <p>Culture of continuous improvement amongst the business community</p>

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Priority 2 – Inspiring enterprise and entrepreneurship

PROJECT	CORE ACTIONS	TIMESCALE	MEASUREMENT	OUTCOME
2A - Inspiring a new generation of entrepreneurs	<ol style="list-style-type: none"> 1. Engage emerging Developing Scotland's Young Workforce (DSYW) groups, to understand their emerging priorities and act as a champion for entrepreneurship activity 2. Work with DSYW to develop joint activity as appropriate 3. Work with FE / HE to further develop student entrepreneurship programme's 	<ol style="list-style-type: none"> 1. Engage and begin discussions with DSYW groups summer 2016 2. Begin discussions with FE colleges on entrepreneurship programme in autumn 2016 3. Develop a programme of new activity by spring 2017 4. Launch pilot programme in autumn 2017 	<ul style="list-style-type: none"> • To be determined – dependent on outcome of DSYW discussions, and the shape of the proposed FE entrepreneurship programme 	<p>Greater levels of ambition and entrepreneurship instilled in the local population</p> <p>Higher retention rates of skilled young people</p>
2B - South of Scotland Business Leaders Network	<ol style="list-style-type: none"> 1. Identify key leaders in strategically important businesses across the region 2. Facilitate delivery of opportunities in D&G and Scottish Borders to bring business leaders together, with input from IoD, enabling networking, discussion, collaboration and organic growth of the network 3. In turn, encourage key leaders to self-support & grow network themselves 4. Organise and deliver an annual SoS Economic Summit, which will bring together D&G and Scottish Borders business leaders 	<ol style="list-style-type: none"> 1. Identification of key leaders by summer 2016 (working in tandem with Unearthing Innovators) 2. IoD events delivered throughout the year (guest speaker, targeted networking opportunities, chaired roundtable discussions) 3. Inaugural Economic Summit in 2016 	<ul style="list-style-type: none"> • Number and scale of businesses attending Economic Summit/IoD events • Feedback from Economic Summit/IoD event attendees (survey evidence) • Evidence of self-inspired networking / collaborative activity aligned to Strategy objectives 	<p>Greater understanding between the public and private sectors</p> <p>Culture of constructive challenge and ongoing dialogue between the public and private sectors</p>

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2C - South of Scotland Leadership Programme	1. Development and delivery of leadership support/ activity, to meet industry identified needs and complement/enhance existing offers	<ol style="list-style-type: none"> 1. Review of existing offers to follow developments on Innovation strands – spring 2017. 2. Facilitate industry demand / solution articulation by autumn 2017 3. Solution definition by winter 2017 4. Implementation as required. 	<ul style="list-style-type: none"> • Demand articulation • Existing offers awareness / take up • Activity / CPD take up (survey) • Leadership confidence / capability (survey) 	More confident business leaders aspiring to and delivering business growth (i.e. t/o growth, diversification, innovation activity, employment growth, business investment)
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Priority 3 – Creating resilient, future-proof enabling infrastructure

PROJECT	CORE ACTIONS	TIMESCALE	MEASUREMENT	OUTCOME
3A - Maximising connectivity	1. Work with SG/UKG to develop and deliver firm action plans that address broadband and mobile phone 'not spots'	<ul style="list-style-type: none"> To be agreed, informed by ongoing discussions with SG and mobile operators, and likely to include a mix of short, medium and long term 	<ul style="list-style-type: none"> Appropriate targets to be agreed, informed by ongoing discussions with SG and mobile operators 	Fully connected and digitally enabled South of Scotland economy
3B – Hyperfast Broadband	1. Commission a scoping study of the potential for Hyperfast broadband at key employment sites	<ul style="list-style-type: none"> Study completed by winter 2016 	<ul style="list-style-type: none"> N/A (dependent on study findings) 	Understanding of the size and extent of Hyperfast broadband demand (existing and potential)
3C - Continued delivery of the South of Scotland Rural Regional Economic Development Programme	1. Delivery of all 4 core South of Scotland Rural Regional Economic Development Programme projects	<ul style="list-style-type: none"> See individual project plans 	<ul style="list-style-type: none"> See individual project plans 	Transformational growth within key sectors of the South of Scotland economy, creating associated opportunities for the wider business base

Glossary:

BG – Business Gateway

SE – Scottish Enterprise

IoD – Institute of Directors

SG/UKG – Scottish Government / UK Government

LA – Local Authority

SDS – Skills Development Scotland

CPD – Continuing Professional Development

FE / HE – Further Education / Higher Education