

THE SCOTTISH COUNCIL FOR DEVELOPMENT AND INDUSTRY

RESPONSE TO THE SCOTTISH GOVERNMENT CONSULTATION:

“GLASGOW 2014 – DELIVERING A LASTING LEGACY FOR SCOTLAND”

The Scottish Council for Development and Industry (SCDI) is an independent membership network that strengthens Scotland’s competitiveness by formulating policies to encourage sustainable economic prosperity. Its members are drawn from businesses, local authorities, trades unions, educational institutions and the voluntary sector from across Scotland.

SCDI keenly supported the bid to bring the Commonwealth Games 2014 to Glasgow, and believes that the scale and ambition of this major event brings a raft of exciting opportunities which Scotland should make every effort to secure as a lasting legacy.

The consultation document poses a series of questions. In addressing these, SCDI will place emphasis on those areas in which this organisation and its members are most directly engaged. With this in mind, SCDI is also supportive of the wider aims stated to address all five strategic priorities in the Scottish Government’s Economic Strategy for a wealthier and fairer, smarter, healthier, safer and stronger, and greener Scotland.

1. Are the benefits you would like from the Games covered in this Paper?

The paper is comprehensive in its aim to address the widest range of potential benefits from the Commonwealth Games. It also addresses the legacy throughout Scotland, as well as the benefits for Glasgow. This is commendable, particularly as the widespread support attracted from Scotland’s population was a key factor in winning the Bid. SCDI would, at the same time, be cautionary about the opportunity for the Games to address all Scotland’s economic challenges. In order to ensure a successful and lasting legacy, there is some merit in clearly addressing priorities to be taken forward.

SCDI would advocate that economic benefits will arise from the following priorities:

Business opportunities

1.1 In pursuing sustainable economic growth, the Games procurement opportunities offer a focus to encourage more small and medium-sized businesses to bid for public sector contracts, and to achieve greater success in contract-bidding generally. The scale of the Games offers scope to address Scottish success in large-scale procurement, to build greater capacity and capability amongst Scottish SMEs in securing business, to encourage successful approaches to building consortia of interests, and to leave a legacy

of greater business competitiveness in bidding for significant contracts at home and internationally.

- 1.2** The leverage that the Commonwealth Games offers in encouraging business competitiveness and successful supply chain networks is one which the Scottish business community should take the lead in itself, but where Government-funded pump-priming may play a critical early role.
- 1.3** The experience of other host cities such as Melbourne and Manchester in facilitating Business Networks around the Games, in order to address issues of business competitiveness and capability, has witnessed a lasting legacy for the local economies. A similar approach linked to the 2014 Games, and led by the business community, would offer the chance of a step-change in the Scottish business base and in ensuring the delivery of a sustainable economic legacy from the Games.
- 1.4** The prestige and scale of the Games offers clear opportunity and need for public sector agencies to collaborate in the most effective way to ensure alignment and clear direction. In ensuring that Scotland maximises the economic benefits to be gained there should be a clear plan, expertly articulated and communicated, demonstrating how agencies such as Scottish Development International, VisitScotland, EventScotland and others will work with each other and with local government and the private sector to ensure the economic benefits for Scotland are secured.
- 1.5** The opportunity for international promotion of Scotland is multiplied significantly in the lead-up to the Games, and as a legacy for the future. SCDI would again urge that this is fully co-ordinated and that a programme of opportunities, for example in outward and inward business delegations, is supported to this end. For example, the emergence of the Indian market as a key business partner for Scotland and as the host of the Commonwealth Games 2010 should be addressed. SCDI would welcome the opportunity to play its part, alongside Government and other agencies, in ensuring that our international programmes include this focus. Business engagement with Commonwealth nations in the lead-up to the Games should be a priority.
- 1.6** The opportunities for EventScotland to continue securing major sporting and cultural events to Scotland are enhanced by the potential business benefits, for Scotland and for visitors alike. The securing of the Ryder Cup in 2014 is another major opportunity for Scotland, and it is vital that the commercial opportunities emerging from the Commonwealth Games are addressed early enough and in tandem with the Ryder Cup and other flagship events. This is a highly competitive international arena, and Scotland's ability to exploit the commercial benefits as a "team" needs to be expertly co-ordinated rather than piecemeal and disjointed.
- 1.7** The Games provide a huge opportunity for a lasting legacy in Scotland's business and leisure tourism sectors, particularly in the light of Scotland's ambitious plans to grow tourism revenues by 50% by 2015. Tourism is clearly a major opportunity for Scotland, while at the same a fiercely competitive

international industry. A successful Games, showing Scotland in the best possible light, would make a major contribution to our future success as a world-class tourism destination. For this to happen, the visitor experience in integrated approaches to transport infrastructure, ticketing systems, retail environments etc will be paramount. It should not be forgotten that improved experiences in these elements will also provide a successful legacy for the Scottish consumer, leading to higher local spend and higher economic value as a result.

- 1.8 SCDI welcomes the idea of promoting Scottish products and services throughout the Games. Scotland has world-leading products to showcase, for example in the food and drink sector. There is no question that the Games must be a launchpad for highlighting the best of Scotland's produce and services. With regard to food and drink, this should be incorporated into the implementation of the Scottish Government's strategy : "Choosing the Right Ingredients : The Future for Food in Scotland".

Skills and Work

- 2.1 The Commonwealth Games will provide a welcome platform for addressing Scotland's skills agenda. It will also be a prime opportunity to engage young people in the challenging areas of employability and economic inactivity.
- 2.2 The construction, infrastructure and associated requirements expected in the delivery of the Games will focus minds on the skills available in the Scottish economy. With major infrastructure required in preparation for the London Olympics 2012, which may divert resources from Scotland and elsewhere, there are some concerns that we will need to generate higher numbers of young people equipped in vocational trades, engineering and technology. These are areas in which SCDI members have already identified skills gaps in the Scottish economy, and where migrant labour is needed to support current activity. Scotland's skills strategy should recognise the Commonwealth Games as an opportunity to develop the longer-term needs of the economy in these key areas.
- 2.3 Volunteering will be integral to the success of the Games, and SCDI welcomes the suggestion that the SQA and SCQF might develop suitable accreditation to recognise the skills volunteers will be learning and demonstrating. In particular, volunteering may be an excellent means of encouraging young people outwith formal education, employment and training to identify a suitable opportunity for personal development. This would offer a stepping-stone to valuable employability skills. The issue of economic inactivity is widespread in Scotland, and particularly acute in Glasgow. SCDI hopes that tackling this issue in the context of the Commonwealth Games could provide a route to a sustainable legacy, building on the current agenda of the "More Choices, More Chances" initiative. SCDI would endorse the suggestion that employers should take a positive approach to supporting volunteers and to recognising the skills involved.

2.4 The Government must continue to invest appropriately in sport and associated health policies, to ensure that a sufficiently high calibre of skills and facilities is available to improve Scotland's long-term performance, both in the sporting arena and in the health of the nation. The Games should be a catalyst to ensure that more young people are engaged, in a sustainable way, in activity and in the community.

3 Is there anything else we should be doing?

3.1 The objectives set out in the document are already wide-ranging, and SCDI would not advocate extending the aims beyond those already outlined. The Scottish Government may wish to focus its efforts on areas in which it can provide critical support or where it can play a vital role in coalescing efforts in an agreed direction.

4 How can we, individually or collectively, best achieve these aims?

4.1 Government can help achieve the aims by ensuring that all Government agencies agree on their common objectives regarding the legacy of the Commonwealth Games, and pursue working practices which achieve a united sense of direction, an efficient approach and effective results. The goals and results should be explicit from the start, and communicated to the wider Scottish community.

4.2 Government can identify areas where Government funding can provide a critical role in supporting positive outcomes for specific initiatives in the plan.

4.3 The Scottish Government needs to work collaboratively with the relevant authorities in Glasgow to ensure that the city gains the maximum economic legacy from hosting the Games. As Scotland's largest city and commercial centre, a prosperous Glasgow will contribute significantly to Scotland's economic growth agenda

4.4 The business gains to be won as part of the legacy should be led by the business community, with support as appropriate from Government

4.5 Employers can contribute by giving support and encouragement to volunteering, and giving young people excluded from economic activity an opportunity into work and training.

5 Do you have any other comments to offer on what should feature in the final Games benefits and legacy plan?

5.1 The plan would benefit from a timeline for implementation of priority initiatives, including explicit plans for any linkages from existing projects, programmes and policies to the Commonwealth Games legacy.

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