



To: Economy and Jobs Policy Board

On: 23 March 2016

Report by: Director of Development and Housing

Heading: OECD Engagement

1. Summary

- 1.1. The Paisley Town Centre Heritage Asset Strategy (PTCHAS) highlights the world class standard of Paisley's built and cultural heritage and provides a framework for investment that will drive the economic and social regeneration of Renfrewshire.
 - 1.2. The Council has engaged with the Organisation for Economic Co-operation and Development (OECD) to assist the Council to explore best practice in heritage and cultural led regeneration from across Europe. The engagement at an international level with OECD has led to an invitation for the Leader of the Council to attend and speak at an OECD LEED conference in Venice, Italy on 18th and 19th April 2016.
 - 1.3. This paper seeks the Board's authority to allow the Council Leader to accept the invitation from the OECD, noting that the travel and associated costs of attendance at the conference will be paid for by the OECD.
-

2. Recommendations

- 2.1. The Board agrees to authorise the Leader of the Council to accept the invitation received from the OECD to attend the conference on Creativity, Jobs and Local Development in Venice on 18th and 19th April and notes that all travel and associated costs of attendance will be paid for by the OECD.
-

3. Background

- 3.1. Paisley and its town centre is vital to the economic and social performance of all of Renfrewshire. The Paisley Heritage Asset Strategy brings forward a strategy for the town centre that seeks to exploit its wealth of heritage and cultural assets as a basis for regeneration.
- 3.2. It sets out an ambitious vision for Paisley. As a regeneration platform the Strategy identifies the opportunities to ensure that the economic gains made are seen across Renfrewshire and are beneficial to local people in terms of training, employment and business development.
- 3.3. The Organisation for Economic Co-operation and Development (OECD) has been engaged to assist the Council to explore best practice in heritage and cultural led regeneration from across Europe including an examination by an international peer group.
- 3.4. This was reported to the Board in November 2014 and four 'missions' have been held to date. The first in January 2015 set the scene for the review and was well supported by a range of national agencies and local partners. The second focussed on the potential for growth of creative sector business in Renfrewshire particularly around textiles, design and university spin off business incubation. The third session took place in June 2015 and focused on maximising benefits from economic regeneration. A fourth session on focusing on "Planning for Legacy" was held in February 2016.
- 3.5. The engagement with the Organisation for Economic Co-operation and Development has highlighted the benefit to be gained from the exchange of knowledge and best practice across Europe and to this end visits from French, Italian as well as UK and Irish regeneration experts has proved invaluable in raising Paisley and Renfrewshire's profile to an international audience.
- 3.6. An invitation has now been received for the Leader of the Council to speak at an international conference on Creativity, Jobs and Local Development to be held in Venice on 18th, 19th April 2016. This Annual Meeting of the OECD is their flagship networking event for those involved in local economic development and cultural partnerships. It attracts a range of invited speakers from across 20 countries worldwide, many of whom are considered to be at the forefront of their specialism, and includes leaders from academia, business as well as the public and social sectors. The event will place Renfrewshire at the heart of these discussions and offer the opportunity to create links with a large number of European and worldwide locations which have similar development and regeneration objectives.

The Council Leader has been asked to participate in a plenary session on Culture and Creative Industries, to present information on current local

initiatives in Renfrewshire and to attend workshops related to the new Venice M9 Museum Mestre. He will also participate in a thematic workshop on local answers to welcoming refugees based on the Renfrewshire experience.

- 3.7 The conference programme is attached for information and involves a range of international speakers with a strong cultural regeneration focus. The OECD will host and cover travel and accommodation costs for the Leader's attendance at the conference.

Implications of the Report

1. **Financial** – The costs of the Council Leader's attendance at this conference will be met in full by the OECD.
2. **HR & Organisational Development** – None
3. **Community Planning** –

Community Care, Health & Well-being - The delivery of actions within the Heritage Asset strategy have the potential to positively impact on physical, emotional and mental health and wellbeing.

Jobs and the Economy – The strategy will contribute to meeting all of the outcomes of the Plan, for Renfrewshire to –

- Be one of the best locations in Scotland to invest, in terms of its people, businesses and local communities.
- Have a growing local economy creating employment for a well trained, qualified and motivated workforce — where unemployment is reduced and employment opportunities are growing.
- Be the best connected local economy in Scotland, internationally, nationally and regionally.
- Have attractive environments and successful town centres created through successful area regeneration that contribute positively to local community and economic growth

Safer and Stronger - Implementing the strategy will assist Renfrewshire citizens to have a positive attitude to their community.

4. **Legal** - None
5. **Property/Assets** - None
6. **Information Technology** – None
7. **Equality & Human Rights**

The Recommendations contained within this report have been assessed in relation to their impact on equalities and human rights. No negative impacts

on equality groups or potential for infringement of individuals' human rights have been identified arising from the recommendations contained in the report. If required following implementation, the actual impact of the recommendations and the mitigating actions will be reviewed and monitored, and the results of the assessment will be published on the Council's website.

- 8. **Health & Safety** - None
- 9. **Procurement** – None
- 10. **Risk** - None
- 11. **Privacy Impact** – None.

List of Background Papers

- (a) Report to Economy and Jobs Policy Board, 29 January 2014, Paisley Heritage Asset Strategy
 - (b) Report to Economy and Jobs Policy Board, 21 May 2014, Paisley Heritage Asset Strategy: Progress Report 1
 - (c) Report to Economy and Jobs Policy Board, 3 September 2014, Paisley Heritage Asset Strategy: Submission of Funding Applications
 - (d) Report to Economy and Jobs Policy Board, 19 November, Paisley Heritage Asset Strategy: Progress Report 2
 - (e) Report to Economy and Jobs Policy Board, 20 May 2015, Paisley Heritage Asset Strategy: Progress Report 3
-

Author: Mary Crearie



CREATIVITY, JOBS AND LOCAL DEVELOPMENT

18th - 19th April 2016, Venice, Italy

Draft Agenda





Monday 18 April 2016

9.00-9.30 Registration and welcome coffee

9.30-11.00 SETTING THE CONTEXT

Why Venice? By *Luca Molà*, European University Institute, Florence

Welcome by *Luca Zaia*, President Veneto Region, Italy

Chair: *John Atherton*, Director General, Employment Programs and Partnerships, Employment and Social Development Canada and Chair, OECD LEED Directing Committee

Panellists

- *Dario Franceschini*, Minister of Cultural Heritage and Tourism, Italy (TBC)
- *Stefan Kapferer*, Deputy Secretary-General, OECD
- *Michel Servoz*, Director General, DG Employment, European Commission

Discussion with the floor

11.00-11.30 Coffee

11.30-13.00 PLENARY 1: LEADERS, CULTURE AND CREATIVE INDUSTRIES

Chair: *Franco Bianchini*, Professor of Cultural Policy and Planning at Leeds Beckett University, United Kingdom

Key note by *Claudio De Vincenti*, Secretary to the Presidency of the Council of Ministers (TBC)

Panellists

- *Mark Macmillan*, Council Leader Renfrewshire, United Kingdom
- *Renzo Piano*, Architect (TBC)
- *Timon Beyes*, Professor of Design, Innovation and Aesthetics, Copenhagen Business School, Denmark
- *Jeffrey Schnapp*, Founder and Faculty Director of metaLAB, Harvard University, United States (TBC)

Closing keynote: Fondazione di Venezia M9

13.00-14.00 Lunch & Scoring the graphics

13.30-14.30 LOCAL INITIATIVES FORUM: speed networking

The Annual Meeting of the Forum provides a unique networking opportunity for partnership practitioners. This session is organised around a series of short interactive sessions where Forum members present and discuss their projects with experts from other countries. Some 20 projects will be presented, 10 Italian and 10 international.

13.30-14.30 In parallel: PRESENTATION OF THE 2016 EDITION OF OECD SCOREBOARD ON FINANCING SMES AND ENTREPRENEURS

14.30-17.30 WORKSHOPS HOSTED IN PROJECT SITES

14.30-15.30 Travel to off-site workshops

15.30-17.30 WORKSHOPS HOSTED AT PROJECT SITES (workshops will start with a presentation of the host project followed by discussion with international panellists).

A	Culture for urban regeneration: the role of museums Host: M9 Museum Mestre	D	Creativity in education – higher education and entrepreneurship Host: IUAV or Ca Foscari university
B	Business-skills partnerships: How to expand apprenticeships beyond traditional sectors?	E	SME internationalisation: putting local SMEs on international scene
C	Preservation/ Sustaining traditional crafts (TBC)	F	The role of private foundations (TBC)

17.45-18.15 Travel back from off-site workshops

18.30-19.30 Cocktail at Fondazione Cini (or at San Servolo)

Welcome by *Luigi Brugnaro*, Mayor of Venice (TBC) // **Guest speaker:** *Paolo Baratta*, President of the Venice Biennale

Tuesday 19 April 2016

09.30-11.00 Plenary 2: BUSINESS-EDUCATION PARTNERSHIPS

Chair: *Sally Sinclair*, CEO, National Employment Services Association, Australia

Panellists

- *Alberto Ferlenga*, IUAV Rector, Italy (TBC)
- *Susan R. Crandall*, Director, Center for Social Policy, University of Massachusetts, USA
- *Brian MacCraith*, President of Dublin City University, Ireland
- *Andy Penaluna*, Research Director of the Centre for Creative Entrepreneurship, University of Wales, United Kingdom (TBC)
- Riviera del Brenta shoemaking cluster, Italy
- City leader

11.00-11.30 Coffee break

11.30-13.00 PARALLEL THEMATIC WORKSHOPS

G	Creative approaches to inclusive labour markets	J	New approaches to work organisation to foster productivity and skills utilisation in a workplace
H	Local answers to welcoming refugees	K	Tourism and local development
I	Creativity in education – stepping stones in primary & secondary education	L	Boosting local skills supply and demand: from low to high skills equilibrium

13.00-14.00 Lunch

14.00-15.00 Plenary 3: SOCIAL INNOVATION AS DRIVER OF LOCAL DEVELOPMENT (TBC)

Chair: *Denis Leamy*, CEO, Pobal, Ireland, and Chair, OECD Forum on Partnerships and Local Development

Panellists:

- *Geoff Mulgan*, CBE, Chief Executive, National Endowment for Science Technology and the Arts (NESTA), UK (TBC)
- *Peter Ramsden*, Managing Director Freiss Ltd, UK (TBC)
- *Nicolas Hazard*, President, Comptoir de l'Innovation, and social entrepreneur, France (TBC)
- *Elena Casorali*, CEO, ACCRA-CCS Foundation, Italy (TBC)

15.00-15.30 Closing

Keynote by *Giuliano Poletti*, Minister of Labour, Italy (TBC)



REGIONE AUTONOMA TRENTO-ALTO ADIGE
AUTONOME REGION TRENTINO-SÜDTIROL
REGION AUTONOMA TRENTIN-SÜDTIROL