



Scottish Enterprise

11 April 2018

Mr Keith Brown MSP
Cabinet Secretary for Economy, Jobs and Fair Work
The Scottish Government
Regent Road
Edinburgh
EH1 3GD

Dear Cabinet Secretary

SCOTTISH ENTERPRISE – GUIDANCE 2018-19

Thank you for your letter of 3 April 2018 providing strategic guidance to Scottish Enterprise (SE) for our 2018-19 operating year. It helpfully sets out your expectations of SE, building on your very constructive discussion with the SE Board in October.

SE's business plan for 2018-19 is firmly focused on maximising our contribution to a dynamic, sustainable and inclusive economy in Scotland, guided by Scotland's Economic Strategy. The performance measures and targets set out in SE's business plan are aligned to the current National Performance Framework to deliver outcomes on international, innovation and investment and to contribute to addressing Scotland's productivity challenge. We recently reviewed and simplified our measurement framework in conjunction with other enterprise and skills partners, and will ensure it aligns with the refreshed National Performance Framework once published.

As a member of the Strategic Board, I will do all I can to ensure its success including working with colleagues in SE and agency partners to develop common values and deliver demonstrable actions to work together, share resources and strengthen our collaboration to deliver greater impact for Scotland's economy.

Similarly, my colleagues in SE will actively support the development of the Strategic Plan and the Analytical Unit to build the evidence required to help the Strategic Board prioritise and focus on areas which will add most value. In time, I expect SE will flex our priorities and approach as the Strategic Plan is developed. Meantime, we are working closely with our partner agencies and the Scottish Government to deliver the collaborative actions set out in the Strategic Board's Interim Plan including alignment of our planning processes.



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As you set out in your letter, SE is committed to the work of the South of Scotland Economic Partnership and we will continue to work closely with emerging regional partnerships elsewhere in Scotland and with local partners. I am confident as Scotland's main economic development agency, SE will deliver on our role to understand the economy and identify where key actions by the enterprise and skills system will deliver results.

SE is fully committed to driving progress across the areas set out in your letter, and I will continue to ensure SE meets the delivery and reporting requirements in the annex on Specific Requests of Public Bodies.

Please let me know if you would like to discuss this further and I look forward to our continued positive strategic dialogue with yourself, Scottish Government and the Strategic Board.

Yours sincerely

Bob Keiller CBE
Chairman