

Benefits of supporting the BID for Angus Council

Information from Connecting Carnoustie

A number of key, aligned and in some cases overlapping statements/strategies/plans are positively supported by 'Connecting Carnoustie' the proposed Business Improvement District.

These include; The Angus Corporate Plan, 2011-2015, subsequently updated by; the Angus Community Plan 2013-2016 plan; The Angus Community Planning Partnership Vision ; the Angus Partnership Economic Development Strategy 2013 – 2020 for Angus, the Angus Economic Strategy Action Plan 2015.

1. Bullet points from the 'Angus Community Plan and Single Outcome Agreement 2013 – 2016'

The vision of the Angus Community Planning Partnership is that:

'Angus is a place where a first class quality of life can be enjoyed by all'

Behind this vision is a set of core values which underpin the work of the partnership.....

- Actively engage with communities

An opportunity for the Council to demonstrate commitment

- Promote sustainable growth

The BID demonstrates sustainable growth for businesses in the Carnoustie area

- Promote fairness and equality

The BID is not only non-discriminatory; it positively embraces fairness for business owners, and encourages equality by reason of enhancing work prospects for young and mature adults

A key component of the guidance for SOAs is the introduction of national policy priorities including:

- Economic Recovery and Growth
- Employment

The BID supports both of these priorities

Local Outcomes	
1	<p>We have a sustainable economy with good employment opportunities</p> <p><i>The rationale of the BID, and all areas of the business plan, supports this outcome</i></p>
2	<p>Angus is a good place to live in, work in and visit.</p> <p><i>The BID enhances the offering in the town , guarantees the baseline services, enhances the events calendar (living), encompasses industry and retail (work), and positively supports tourism/accommodation/retail (visit)</i></p>

2. The Angus Community Planning Partnership has developed the **Angus Economic Strategy 2013-2020** which sets out four priorities to support the local economy:

- **Supporting Enterprise and Infrastructure**; giving business advice to our local companies and supporting the development of our local infrastructure

The BID will provide advice to businesses, including the reduction of utility costs, the loading and updating of information onto a fully funded 'Carnoustie business' national and international website. It will also offer access to expansion funding, access to business advice, and encouragement of the development of employment land for both expanding and start-up businesses. It will identify local national and international awards and accreditation opportunities for BID businesses

- **Supporting Pride in Place**; working to attract visitors to the area and develop our international connections to help create a welcoming environment

See above; the BID will provide a platform for local, national, and international exposure, and encourage home-grown and incoming new businesses

- **Supporting Communities**; enhancing engagement with communities and supporting equalities within our communities

The BID will encourage and supporting start-ups, existing expansion, and expose young people to training and experience opportunities, with employment advice and mentoring. A broader range of retail offers will support the local community, minimising the need to travel outwith the area

- **Supporting Skills**; providing support to local people to help them gain the skills they need to take up employment opportunities, now and in the future

As shown above the BID will offer opportunities to young people. In addition, the funding of 'WorldHost' customer service training will enhance retail and service skills

3. The Economic Development Strategy 2013 – 2020 for Angus identifies the following priority areas:

Supporting Enterprise and Infrastructure

- Developing our approach to support growth within local enterprise
- Supporting the development of local Infrastructure and physical regeneration to meet the requirements of local business
- Developing the potential of our targeted business sectors

Supporting Pride in Place

- Marketing and promotion of the area to enhance the perceptions of Angus locally, nationally and internationally
- Supporting the development of local events and festivals to encourage local pride
- Encouraging internationalisation

Supporting Communities

- Enhancing our engagement with communities
- Supporting equalities in our community
- Supporting the work of the third sector in tackling inequalities

Supporting Skills

- Supporting the needs of local business with a skilled and motivated workforce
- Supporting local people to take up employment opportunities
- Developing opportunities for young people entering employment, education, training and volunteering

Focus on Prevention

All of the priority areas above incorporate elements of a preventative approach. Targeting our resources in this way is fundamental to improving outcomes for people and communities. Two particular aspects of prevention have a broader impact:

Business Development

- Support and advice, particularly to start-ups and those with high growth potential, to enable job creation and where appropriate encourage internationalisation
- Investment in infrastructure (e.g. land & property, broadband) to remove constraints to investment
- Promote Angus/ East Scotland to investors and visitors
- Target resource at employment sectors with growth potential

Employability

- Investment in skills and personal development (both in terms of people out of work and in work)
- Target newly or short term unemployed
- Establish more modern apprenticeship opportunities
- Focus on further and higher education e.g. Engineering Centre of Excellence
- Promote volunteering opportunities
- These initiatives are focused on getting our people into education, employment, volunteering and training and it is recognised that assisting those closest to employment back into work lessens the potential health and debt issues that they may face if they enter into long term unemployment.

What are the challenges and issues?

It is essential that we offer good business advice to our companies and support the development of local infrastructure and physical regeneration. This will help to create favourable market conditions that assist with the prosperity and sustainability of our local businesses. Connectivity, business births, earnings and an ageing population are particular challenges in Angus.

Key opportunity sectors in Angus have been identified as tourism and hospitality, health and social care, food and drink and energies. There is also scope to further develop the third sector through social enterprises. Opportunities also exist to expand our approaches to support internationalism.

What is our long-term vision to improve outcomes over the next 10 years?

- Angus will have a strong business base within the following sectors – sustainable energies; tourism; food and drink; health and social care.

The BID will incorporate all of these sectors, ensuring investment, offering expertise, high quality offers, and superb customer service in them all, to contribute to their successful futures.

- More businesses will trade on an international platform

BID 'Carnoustie business' database/website, detailing unique skills and work processes, will support this aspiration

- New technologies will greatly enhance opportunities for local businesses, people and communities through improved connectivity.

The BID will encourage the implementation of Swipii (a town-wide but individually targeted loyalty card). It will work with the Carnoustie Community Development Trust to deliver a town-wide digital signage strategy supporting tourism and retail, also promoting our natural heritage.

- There will be more opportunities for work locally, including social enterprises

The BID will explicitly support the first, and any other, proposed Social Enterprises, offering them the same benefits as levy payers.

- More people will be attracted to live and work in Angus.

See above re expansion of existing businesses, encouragement of start-ups, and development and utilisation of employment land.

- People and businesses will be better connected (e.g. via broadband)

Local Outcomes

- 3 - Our children and young people are confident individuals, effective contributors, successful learners and responsible citizens.

See above; the BID will positively support this aspiration

4. Angus Economic Development Strategy Action Plan 2014-2015

Supporting Enterprise and Infrastructure

Objectives

- To support growth in local business

The BID explicitly does this

- To encourage Internationalisation

The BID directory database explicitly does this, particularly for niche manufacturing expertise

- To support development of local infrastructure to meet needs of local business

The BID will work with the CCDT to deliver this in a timely manner

- To develop potential of key sectors

The BID explicitly does this

Actions:

Support local business through a package of support

Provide support for social enterprise

Support the development of serviced employment land where there is demand

Develop an Angus 'International framework' to promote and assist with internationalisation.

Angus Council is beginning to deliver on these actions. The BID supports and is supported by them. This is a mutually beneficial partnership

Supporting Pride and Place

Objectives

- To market and promote the area to enhance the perceptions of Angus (locally, nationally and internationally)

The BID directory database does this

- To support the development of local events and festivals

This is part of the BID business plan

Actions:

Develop a tourism trail to capitalise on the new visitors attracted into the area by the V&A, Dundee, in partnership with neighbouring local authorities.

We have been trying to do this for 5 years with the Golf Heritage trail in Carnoustie – still waiting on Ec Dev

Identify the distinctiveness of each burgh to add to the Angus tourism product and to capitalise on this through marketing campaigns.

The BID will move towards a 'Carnoustie Cuisine' positioning when the high class restaurant is opened in the Beach Pavilion, as specific by the CDG continuously for 4 years.

Promotion of Angus as a visitor destination through targeted campaigns

The BID explicitly does this

Supporting Communities

Objectives

- To enhance our engagement with communities
- To support equalities in our communities
- To support the work of the third sector in tackling inequalities

Actions:

Investigate the establishment of an Angus Employers standard

Develop community benefit clauses within the procurement process

Support local community events through the Angus event organisers' network

Support local agencies and employers to improve digital skills of service users and employees

Develop town centre regeneration plans for each Angus burgh

Supporting Skills

Objectives

- To support the needs of local business with a skilled and motivated workforce

The BID business plan explicitly does this with apprenticeships, internships, and close co-operation with the High School

- To support local people to take up employment opportunities

See above

- To develop opportunities for young people entering employment, education, training & volunteering

See above

Actions:

Deliver an apprenticeship programme

Deliver employability training through academies based on sector requirements

Provide one to one support, funding and advice to local jobseekers

Prioritise the provision of positive destination opportunities for young people (16-24) and school links in our portfolio

To provide learning opportunities which are progressive, high quality and employability focused

- To provide Careers Information Advice and Guidance (CIAG).