

ANGUS COUNCIL

POLICY AND RESOURCES COMMITTEE – 2 FEBRUARY 2016

OVERVIEW OF BUSINESS SUPPORT AND INVESTMENT ACTIVITIES

ABSTRACT

This report provides an overview of business support and investment activities supported by economic development officers since the last information report presented on 1 December 2015. This report covers the period 17 November 2015 – 18 January 2016.

1. PROPERTY

- 1.1 Since the last report the occupancy rate of the property portfolio has remained the same. There are currently 3 new leases being progressed that will lead to 5 more jobs being supported within the portfolio. The vacant units continue to attract viewings.

2. INDIGENOUS BUSINESS GROWTH

- 2.1 Subsequent to Journeycall's relocating their headquarters to Arbroath from Laurencekirk we are pleased to advise that the initial estimates for staff employed have now exceeded expectation and the number employed is now approximately 400.

3. SOUTH MONTROSE REGENERATION

- 3.1 Montrose Port has now demolished the redundant toilet block in Erskine Street which it recently purchased from the Council. This is in preparation for the development of a small office building. The port is also looking at creating a new entrance and egress in order to improve safety, security and traffic flows.
- 3.2 Preparations to promote a Compulsory Purchase Order in order to deliver Section 1 of the spine road are continuing. Communication with all affected parties, including those where a servitude right is required, is ongoing.
- 3.3 The South Montrose project officer provided an update on the regeneration of the area to a meeting of 'Montrose Together' held 16 November.

4. FUNDING AND ADVICE FOR BUSINESSES

- 4.1 The following applications have been approved through the grant schemes available to businesses in Angus:

4.2 Angus Market Development Grant

Table below with 2 columns first column business in receipt of grant second column amount awarded.

| Business | Grant awarded |
|-----------------------------|----------------------|
| Ogilvy Spirits Ltd (Glamis) | £500.00 |
| Lady Crow Silks (Brechin) | £1,000.00 |

Table below with 3 columns first column budget available 2015/16 second column committed third column budget remaining

| Budget Available 2015/16 | Committed | Budget Remaining |
|---------------------------------|------------------|-------------------------|
|---------------------------------|------------------|-------------------------|

| | | |
|------------|-----------|-----------|
| £10,000.00 | £8,245.80 | £1,754.20 |
|------------|-----------|-----------|

4.3 Angus Business Start Up – capital grant

| Business | Grant awarded |
|---------------------|---------------|
| Park Brew (Brechin) | £500.00 |

4.4 Angus Training Fund

Table below with two columns first column business second column grant approved

| Business | Grant Awarded |
|--|---------------|
| Vertical Motion Consultancy Ltd (Carnoustie) | £500.00 |

Table below with 3 columns first column budget available 2015/16 second column committed third column budget remaining

| Budget Available 2015/16 | Committed | Budget Remaining |
|--------------------------|-----------|------------------|
| £6,476.25 | £2,869.75 | £3,606.50 |

4.5 Angus LEADER Programme

The Service Level Agreement from Scottish Government has now been signed and the LEADER team have now been recruited.

4.6 Business Gateway

Angus has performed extremely well during this period and we are encouraged in particular by the number of new starts supported.

Business Gateway Delivery, April to November 2015

| | Angus | Dundee | Perth | Total |
|--|----------------|----------------|---------------|-------|
| Business Start Ups | 200 | 157 | 169 | 526 |
| Growth Start Up (40%) | 45 | 37 | 62 | 144 |
| Growth Start Up completed action plan (60%) | 22 | 19 | 34 | 75 |
| Start Up Workshops | 22 | 42 | 33 | 97 |
| Existing Business Workshops | 6 | 21 | 17 | 44 |
| Growth Advisory Service (GAS) / Growth Pipeline (GP) Referrals | 11 GAS 3 GP | 18 GAS 3 GP | 25 GAS 9GP | 69 |
| Account Management Referrals | 0 | 1 | 0 | 1 |

5. EVENTS AND PROMOTION

5.1 Tourism Framework and Action Plan

A draft Tourism Framework (2015-2020) and Action Plan (2015-2017) have been developed, highlighting the key activity required to develop the tourism sector in Angus. The plans are aligned to the Angus Economic Strategy and the national tourism strategy; Tourism Scotland 2020.

5.2 VKL Visit

On 10 September, Angus Council hosted a group of elected members and chief executives from the Board of the Västmanland Association of Local Authorities and County Council (VKL), from a province in central Sweden which has a great deal in common with Angus in terms of its demographic and economic profile. A number of different venues and businesses in Angus were visited during their visit.

5.3 VisitScotland Autumn Campaign

VisitScotland delivers specific marketing campaigns to promote Angus as a destination, as part of the MOA between VisitScotland and Angus Council. The Autumn/Winter 2015 activity complemented the national 'Brilliant Moments' campaign and had a total reach of 993,895 across both press and digital channels. The type of activity included press advertising in the Sunday Post, Aberdeen Press & Journal and Sunday Times Scotland; digital activity via Facebook and newsletters and editorial coverage in the Daily Mail It's Friday Features.

5.4 Angus Heritage Week

Angus Heritage Week (AHW) was established in 2012, in association with the annual Doors Open Days (DOD) event. The Angus DOD programme was coordinated by Economic Development for the first time this year. The DOD programme is an established event and provides a focus for Angus Heritage Week, which aims to encourage visitors to stay and experience the events and activities organised by local heritage businesses and groups. The AHW 2016 programme included 47 venues and events and attracted over 3,000 visitors.

5.5 Visit Angus

The Visit Angus campaign aims to promote Angus as a destination to increase the number of visitors to the area. A variety of channels are used to highlight what is on offer for visitors to Angus; the website www.visitangus.com, social media (Facebook and Twitter) and monthly newsletters, which are issued to over 3,000 contacts. We also aim to highlight key events via the Visit Angus campaign, such as the new DragonQuest event held in Monikie Country Park throughout October. DragonQuest was a unique Augmented Reality live theatre performance.

5.6 East Scotland Tourism Partnership

Four local authorities – Dundee, Perth and Kinross, Fife and Angus are working together to maximise tourism opportunities in the region, as a result of the V&A Dundee, and to enhance the overall East Scotland tourism offer. The partnership is keen to adopt an integrated approach to marketing the region as a tourism destination and to encourage joint working within the tourism sector. An East Scotland Cultural Collaboration Workshop was held at Dundee Rep on 26 November, where some of the key cultural agencies and providers from the region explored joint opportunities and identified the potential for sharing and joint marketing activities.

5.7 A draft Carnoustie Country Golf Framework (2015-2018) and Action Plan (2015-2017) have been developed and will underpin activity for the next 5 years. The framework is aligned to the National Golf Tourism Strategy and the Angus Economic Strategy and will help us to capitalise on the major tournaments taking place at Carnoustie (Senior Open 2016 and The Open 2018) up to 2018 and beyond.

5.8 The Scottish Golf Tourism Awards took place at Fairmont Hotel, St Andrews on 13 November. Two Carnoustie Country courses, Murrayshall and Alyth, were winners in their respective best course categories. Over 40,000 votes were cast.

5.9 Separate PR plans for UK (Jan - Dec 2016) and German speaking markets (Nov 2015 - Mar 2016) have been developed to support activity in key target markets. An online campaign on the main golf consumer website in Germany, golf.de, will run until March and will be supported by press releases and separate releases tailored to travel trade.

5.10 The East of Scotland Golf Alliance a collaboration of 6 local authorities on Scotland's east coast led by Angus Council, held its annual general meeting on 18 October. Partners have committed funding for another two years and will use this to drive overseas golf tourism

to the 180+ golf courses across the region. The group will exhibit at Helsinki Golf EXPO (4-6 Mar 2016) which is Scandinavia's largest consumer travel fair and is attended by 50,000 visitors. Finnair will commence a new direct flight into Edinburgh from 1 April 2016.

- 5.11 DP&L GOLF - A new branch of DP&L Travel, launched in November and has joined the Carnoustie Country Golf Industry Group as its first tour operator member. Carnoustie Country is working closely with DP&L GOLF and local businesses to develop consumer packages which are already featured prominently on their new website <https://www.dpandlgolf.com/> DP&L will visit golf's largest trade fair (PGA Show) in Orlando in January as one of 18 partners on the Scotland stand.

6 BUSINESS ANGUS

- 6.1 www.businessangus.com content is currently being reviewed however the website sees significant peaks in traffic as a result of the issue of the monthly enewsletter and event information.

- 6.2 The Business Angus enewsletter saw the following opening rates (the industry benchmark is 21.73%)

- 40% open rate in September;
- 40% open rate in October;
- 33% open rate in November.

- 6.3 In terms of social media presence the number of @businessangus followers on twitter continues to grow with more than 650 followers.

- 6.4 Angus Business Breakfast – Skills, Training and Entrepreneurship 9 December 2015

This event was one of our series of quarterly networking events, each focusing on a specific topic of business interest.

This particular event was a chance for businesses to learn about support available for training for their employees or themselves, in the case of small businesses, entrepreneurship and apprenticeships. This event was also attended by a number of teachers and pupils from secondary schools in Angus who had the opportunity to hear about future opportunities and speak to businesses.

<http://www.businessangus.com/BA/events/start/09-12-2015/end/09-12-2015>

7. FOOD & DRINK

- 7.1 The first Food and Drink Influencers Dinner was held on 19 November at the Glenesk Hotel in Edzell. This brought together senior representatives of the industry in Angus including producers, retailers, chefs and hoteliers. The aim of the group is to discuss issues regarding the food and drink sector locally and to establish if we can help and support in any way. It also aimed to encourage collaboration and generates ideas for new ways of working, promotional activity, events etc. This first dinner was a great success, with many actions coming from it. It is hoped to have a dinner every 6 months.

- 7.2 Following on from the successful VKL visit in September, a group of Swedish food producers visited the area in December and had a stall at the Christmas Farmers Market in Forfar on 19 December, selling apple juice, beer and sausages. They also had the chance to visit some local businesses to see how our local iconic food and drink is made.

8. UNEMPLOYMENT STATISTICS

- 8.1 The overall unemployment rate in Angus as of October 2015 was 1.6% which accounts for 1,145 people. This shows a reduction in Job Seekers Allowance in comparison to the same time in previous years (October 2014 1.7% 1,241; October 2013 2.2% 1,576; October 2012 2.9% 2,061). (Source: Nomis)
- 8.2 At present 68% (779 people) of those claiming Jobseekers Allowance are males and 31.9% (366) are females. This trend of more males being unemployed than females has been consistent for the past several years. Overall the levels of claimants in Angus are lower than the national average of 1.8% and equal to the UK Average (1.6%) (Source: Nomis)

9. ECONOMIC DEVELOPMENT CENTRAL DATABASE

- 9.1 Economic Development currently uses Hanlon Software Solutions to provide an online cloud based Management information System. By using a centralised system, this has and will ensure that our services are streamlined and opportunities are highlighted efficiently and effectively to Local Businesses / Community Groups. The system is currently recording and tracking:

- Client journeys
- Skills Development Scotland Contracts (Modern Apprenticeships and Employability Fund)
- Scotland's Employer Recruitment Incentive programme (SERI)
- Business Interactions
- Business Profiles
- Grant Allocation (In Development)
- Business Angus Events (In Development)
- Various Reporting indicators including SLAED

- 9.2 We are also currently working with Clackmannanshire Council to share best practice and processes for using Hanlon. Meetings are taking place to demonstrate the current system for monitoring the SDS Contracts particularly in relation to the financial monitoring. There are talks happening between Highlands & Islands, Aberdeenshire, Clackmannanshire, Inverclyde, North Lanarkshire, Dumfries & Galloway Councils and Jobs & Business Glasgow to create a Scottish Users Group to enable users Scotland wide to share best practice and give advice.

10. SKILLS

- 10.1 The following results are reported for the period from 1 April 2015:

| PROGRAMME | STARTS | TARGET |
|---|--------|----------------|
| Modern Apprentices | 15 | 24 |
| Employability Stage 3 | 11 | 17 |
| Employability Stage 4 | 16 | 18 |
| Mainstream Clients | 286 | 400 |
| Scotland's Employability Recruitment Initiative | 19 | 36 (postponed) |
| Tasty Jobs | 2 | n/a |

10.2 Modern Apprenticeships

Officers continue to work with employers to achieve their 2015/16 contract in Business Administration. 12 Modern Apprentices are working in Angus Council or with local employers throughout Angus. The team was successful in applying for and receiving a further 12 places and are now busy marketing and recruiting for these additional opportunities.

Recruitment for Angus Council (which included other vocational areas not delivered by the team) is to date:

- People Directorate (Education) recruited 7 Modern Apprentices in Childcare and are all placed within schools throughout Angus.
- Communities: Recruited 2 Horticulture and 1 Motor Vehicle
- Resources: Recruited 4 ICT Modern Apprentices

10.3 Employability Fund

Working with unemployed clients through stages 3 & 4: 26 of the 35 places allocated through the 2015/16 contract with Skills Development Scotland (SDS) have been filled. This involves assisting clients looking for and gaining either work experience with local employers and Angus Council, with opportunities to gain further qualifications e.g. HGV, Forklift, CSCS card.

10.4 Mainstream Clients

The team has continued to work with employers and clients to improve local labour market conditions. A number of programmes have been run to enhance job prospects.

10.5 Tasty Jobs

In partnership with Scotland's Food and Drink, DawnFresh, Arbroath and through the Employability Fund, offered the opportunity of a 5 week work experience to individuals currently unemployed and claiming benefits. One client was successful in gaining employment with another invited to apply through DawnFresh Recruitment Company.

10.6 Lone Parent Academy

A successful group has recently completed a short programme (4 weeks) consisting of various training modules e.g. 3 day course of GOALS Training (Gaining Opportunities and Life Skills) – a motivational programme which also looks at setting personal goals, Job Search and Interview Skills. The group also received up to date information from speakers representing a variety of organisations based in Angus including Dundee and Angus College and CAB.

10.7 Scotland's Employer Recruitment Initiative

Local employers/young people in Angus have been supported through this additional funding from Scottish Government. The main target for this support was small/medium sized employers offering Modern Apprenticeships. This programme was postponed by Scottish Government on 4 December 2015 pending the Government Spending Review

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