

ANGUS COUNCIL

POLICY AND RESOURCES COMMITTEE – 10 OCTOBER 2017

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 20 August. This report covers the period 29 July 2017 to 8 September 2017.

1. INVESTMENT – PROPERTY AND LAND

- 1.1 The occupancy rate for the commercial property portfolio is 77%, down from the previous report as People Directorate has terminated their lease at Arbroath Business Centre. This unit is now being prepared for marketing and there is already a formal note of interest.
- 1.2 We are pushing forward a legal contract to lease a substantial area of the former digital media centre at Brechin Business Park to an expanding international bio medical company. The target date for entry is mid December 2017. Job numbers are estimated at 12 over the short term with medium term plans for more.
- 1.3 Marston's have secured Planning consent for a 'lodge' style hotel at the entrance to Orchardbank Business Park in Forfar. It now sits with Angus Council to progress the legal contracts. It is anticipated this development will start on site later in the year (if no complications arise) and open near Easter 2018.
- 1.4 Unit 6 Brechin Business Park has been leased to The National Trust for Scotland. It provides them with a local facility with an appropriate environment for cataloguing and storing the Angus Folk Collection which was previously housed at Glamis, safeguarding it for the future development at House of Dun and supporting the Trust's longer term proposals for a regional visitor experience to be located in Angus. This strengthens our already good working relationship with the National Trust and builds on the existing tourist offering already in Angus.
- 1.5 Angus Property Search – as part of the updated Business Angus website, an enhanced property search function has been included. This includes currently available commercial properties and land across Angus owned by iness Angus team, and from commercial property agents active in Angus. It enables direct promotion of the Business Angus properties available to local companies, new starts and inward investors as part of the wide package of business support we offer.

2. GREEN ECONOMY

- 2.1 Angus Sustainable Business week ran from the 21 to 25 August. It was organised in conjunction with partners from Dundee and Angus Chamber of Commerce, Resource Efficient Scotland, and Business Gateway Tayside.

- 2.2 There was a programme of three events of differing styles targeting separate sectors and interests throughout the week. Workshops were presented by Zero Waste Scotland's Resource Efficient Scotland, aiming at helping businesses to become more resource efficient. Events included a Green Champions training workshop, a breakfast briefing for business managers, and showcase tours featuring local businesses in Angus who have successfully taken action to reduce their energy, water and waste costs and discussions on the impact it has had on their business.
- 2.3 Already the feedback from businesses has been positive. Local businesses appeared keen to pursue what they see as substantial opportunities to cut monthly utility costs and expenses on capital investment making them more sustainable and competitive in the national market many operate in.
- 2.4 We have continued to progress work on our Digital Broadband Pilot. Two workshops have been successfully held to engage with businesses within Kirkton Industrial Estate and also those who are located around Arbroath and Forfar who may benefit from this pilot and who currently receive very poor connection. Work is underway on the infrastructure required to provide the connections at Kirkton Industrial Estate. As a result of the workshops 10 local businesses have requested to move to survey stage as part of the project roll-out.

3. BUSINESS SUPPORT

3.1 Business Gateway Delivery Contract Statistics, April 2016 - July 2017

	Angus	Dundee	Perth & Kinross	Total
Business Start Ups	79	89	94	262
Early Stage Growth*	7	12	12	31
Start Up Workshops	9	16	20	45
Existing Business Workshops	1	3	1	5
Growth Advisory Service Growth Pipeline Referrals#	7 GAS 3 GP	9 GAS 4 GP	8 GAS 5 GP	36
Digital Boost events from 01/07/17	0	1	0	1

**Early Stage Growth clients are start-up clients or businesses which have been trading for less than eighteen months, and plan to create additional jobs in their local economy.*

#Businesses projecting an increase in turnover of more than £200,000 over next three years.

- 3.2 With reference to the figures above, start up targets were ahead of target, early stage growth were almost on profile, start up workshops were ahead of profile, existing business workshops were slightly behind profile. Digital Boost workshops were behind due to delays from Scottish Government, and then required tendering.

3.3 Business Gateway Workshops

The number of attendees at Business Gateway workshops in Angus continued to rise and remained in double figures (previously some workshops had to be cancelled due to lack of numbers). There were still a high number of repeat attendees – where individuals had attended more than one workshop.

The above is as a result of continued and ongoing partnership working between Economic Development and Business Gateway. A link to the workshop series is provided here:

www.bgateway.com/local-offices/angus/events

3.4 Examples of Intervention

Please find listed below some examples of interventions:

- A By Design Grant for Tayside Forestry Ltd was progressed along with the support of Scottish Enterprise's (SE) Innovation Team.
- New business Saturn Fluid Engineering Ltd received full start up support, with introductions also made to Scottish Development International (SDI) and a finance broker. The company are now in the Growth Pipeline.
- New business Pure Energy Ltd received full start up support and were introduced to SE. The company are now in the Growth Pipeline.
- Glenskinno Bio Fuels have received further support through meetings with SE sustainability, and Wider Innovation Grant funding support to assist with growth plans. There are possibilities for the use of Green Business Funding (as mentioned below in 3.5) and further SE Innovation support.
- Esk Glazing have purchased new premises and met with Economic Development Sector Officer for Manufacturing & Energy about their plans. They were introduced to SE sustainability and the Scottish Manufacturing Advisory Service to assist with relocation to larger premises. Green Business Fund support of £10,000 is being progressed (as below in 3.5). This was good news for Angus as the company had been looking at options outwith the area.
- Marketing Expert Help was delivered to Two Sisters Cafe, Angus 3D Solutions, Tipple in a Tuk Tuk and 7 Sins.
- Solids Removal Technology have been accepted into the Growth Pipeline and are working on developing their first prototype with their Smart grant funding. It is being developed by Reekies in Arbroath.
- The Royal Hotel in Forfar was given support by Business Gateway's Human Resources specialist to aid their recruitment and contracting documentation.
- Montrose Port Authority have been granted a 12 month Growth Pipeline extension.

3.5 Examples of Referrals to Resource Efficient Scotland

Business Gateway work with a number of other agencies to help support Angus businesses as widely as possible. Some examples include recent referrals made to Resource Efficient Scotland are noted below,

- Tayside Forestry Ltd;
- Angus Housewares Ltd (likely funding support for replacement LED lighting);
- Glenskinno Biofuels (funding to be finalised); and

- Esk Glazing (for £10,000 Green Business Funding, to be finalised).

4. FOOD AND DRINK SECTOR

- 4.1 The Taste Angus Festival was held at Glamis Castle on 19/20 August. This event is organised by Sinclair's catering and featured chef demos by celebrities such as Candice Brown and Nick Nairn. Taste of Angus sponsored the market marquee which has many more stall holders compared to last year. The event was declared a success with many more visitors than the previous year, and positive feedback.
- 4.2 To coincide with the Taste Angus Festival we invited a group of food writers and bloggers to the area. They enjoyed meals using local produce, experienced a chocolate making workshop and a gin tasting. Following an overnight stay, they were given VIP access to the Festival. We have received excellent coverage from this including blog posts, Twitter and Instagram.
- 4.3 Arbroath Community Connectors held a food and drink market on Arbroath High Street on 26 August. We had assisted with representation on the organising committee, sponsorship and advice as to stall holders to approach. The event was a success and will hopefully grow and become a regular feature in the town.
- 4.4 The Taste of Angus Food Charter has been launched. This local provenance scheme encourages businesses, community groups and individuals to engage with local food with the aims of ensuring good food for all, strengthening the local economy, environmental sustainability and developing a strong community food culture. Further information can be found at: www.businessangus.com/taste.

5. TOURISM

- 5.1 The Angus Tourism Cooperative has been formed, to provide a collective voice for the tourism industry in Angus. The company will work together to improve the tourism offer in Angus and to promote the area as a visitor destination.
- 5.2 An Angus Visitor Survey was undertaken between July 2016 and June 2017. The survey enables an understanding of visitor profiles, visitor behaviour and their perceptions of the area as well as an understanding of their purchasing behaviour. The study provides an insight into target visitor markets and will be used to inform marketing campaigns to reach consumers in the most effective way.
- 5.3 The new www.visitangus.com website went live on 27 July 2017 and is part of the corporate digital contract to use Drupal CMS. The website has improved its content and only businesses that provided up to date listing information are featured. This ensures the website has accurate and up to date content for the customer. The website has improved search and filter options allowing the customer to find things to see and do, places to eat and drink and where to stay easily in Angus. Customers are now able to filter on accessibility features at venues. The event section is now a vibrant area of the website with its own filter options available and search criteria.

The next step for the new website is to carry out usability testing and identify areas of development.

- 5.4 Visit Angus runs a #SpotlightOn campaign on [Facebook](https://www.facebook.com) and [Twitter](https://twitter.com). In July, the spotlight was on Caledonian Railway in Brechin. This month long campaign reached over 150,000 people. This was mainly down to a fantastic competition which attracted a high interest.

In August, the spotlight was on Montrose Air Station Heritage Centre. This campaign reached over 34,000 people throughout the month and the comments on the posts left by visitors were very complimentary of this visitor attraction.

These visitor attractions are in the process of reviewing their visitor feedback and will report back on the impact of the #SpotlightOn campaign in due course.

The average #SpotlightOn campaign reaches 32,000 people a month. Both these visitor attractions exceeded this average.

Every Saturday, Visit Angus promotes a different Angus business as part of the 'Where to eat today?' feature. This is part of the campaign to raise awareness of the variety of eateries in Angus and to promote small businesses.

For the period 1 July to 27 August, Visit Angus facebook reached a total of 503,157 people. The majority of those reached live within a 90 minute drive of Angus with the exception of London. This is in-line with the Visit Angus target audience.

6. GOLF

6.1 Over 200 golfers from Denmark will visit Carnoustie Country over a 4 week period in September/October delivering approximately 700 bed nights and 700 rounds of golf. This is a result of our partnership working with the local industry and developing relationships with tour operators. The first group of 43 golfers (12 ladies and 31 men) flew into Dundee airport from Denmark on 12 September, and spent 4 nights staying at the Links Hotel in Montrose and playing 3 rounds of golf. More Danish trips are planned for 2018.

6.2 Two new businesses, The Apex Hotel and Downfield Golf Club, have joined the Carnoustie Country Industry group taking the total number of members to 31. Over £9000 in membership revenue has been raised in 2017 to be spent on collaborative marketing projects, Membership breakdown as follows:

- 15 golf courses
- 13 accommodation providers
- 3 tour operators/transport providers

6.3 The Carnoustie Country Classic, an annual stay and play golf tournament, has already sold out for May 2018, with 100 golfers and 12 non golfers from all over the world. The event is delivered in partnership with local businesses, staying 5 nights at Carnoustie Golf Hotel and playing 4 local courses. The increased interest is in part due to the impact of The Open and increased awareness of the area as a golf destination.

6.4 92 golfers from all over the UK participated in the Scottish Golf Pairs Challenge from 4-8 September. The 4 night/5 round tournament delivers much needed revenue to 5 of our inland courses, as well as approximately 500 room nights.

6.5 The new www.carnoustiecountry.com website went live on 29 June and is part of the corporate digital contract to use Drupal CMS. The website has been redesigned to improve customer experience and functionality. New imagery has been used to showcase the courses in Carnoustie Country and to encourage people to stay and play in the area. The next step for the website is to carry out usability testing, identify

areas of development and to carry out search engine optimisation to ensure the website appears high in search engine results pages.

- 6.6 In August, Carnoustie Country commenced a piece of digital marketing with PSP Publication, targeting a Scottish golf audience. The first part of the campaign runs until the 31 October 2017. In one month (August) the campaign has already driven a significant increase in traffic with a total of 3,243 visits, which is an increase of 123.19% compared to August 2016. And over 700 people have already signed up through the new website to the Carnoustie Country monthly enewsletter, providing Carnoustie Country with a warm audience to promote the golf destination message including stay and play packages and the opportunity to promote Carnoustie Country as the host region of The Open in 2018.
- 6.7 Carnoustie Country runs a Spotlight On campaign on Facebook. In August, the 'Spotlight On' course was Alyth and the Facebook competition to Win a tee time at Alyth reached 114,200 people. We also ran a campaign to launch The Open 2018 tickets going on sale to its One Club members and this reached 167,700 people during August.
- 6.8 From 1 August to 5 September, Facebook likes have increased from 6,731 to 10,784. The total reach of the Facebook campaign over the same period was 1,468,038, with 2,154,236 impressions.

7. BUSINESS ANGUS

- 7.1 Angus Business Week 2017, Monday, 11 to Friday, 15 September.

Angus Business Week is a series of events focusing on topics covering current business issues and aimed at highlighting business opportunities, providing support and training, sharing information and networking.

As well as providing expert advice and support, Angus Business Week presents a fantastic opportunity for businesses to find out more about the support organisations available and how each one can help different areas of their business.

Angus Business Week is run by partnership of business support organisations who are working together to meet the needs of business in Angus. Led by Business Angus the partnership includes Business Gateway, CeeD (Centre for Engineering, Education & Development), Dundee & Angus Chamber of Commerce, Dundee & Angus College, the Federation of Small Businesses and Scottish Development International.

The partners work together to provide the programme of events, to host events and importantly to cross promote the full programme. This results in the programme reaching a wider audience collectively, than would be possible individually.

8. SKILLS

- 8.1 Modern Apprenticeships

7 new Modern Apprentices have begun their training within Angus Council departments and local employers and a further 6 with start dates. The majority of Apprentices are working toward a SCQF level 6 (previously level 3) in Business Administration.

The following list is of departments and local employers who have offered opportunities.

Location	Modern Apprenticeship Places
Angus Council, Children and Learning	2
Angus Council, Communities, ECP	1
Angus Council, People, Criminal Justice	1
JF Stephen Architects, Glamis	1
AM Phillip, Tealing	1
Arbroath Medical Centre	1

8.2 Employability Fund

There has been an excellent start to this new contract with 9 out of the 10 allocated places already taken up and the final place about to be completed. Stage 4 is aimed at an older age group of 18+ long term unemployed. Two of the candidates have successfully completed their training and now using their new qualification to look for employment. This programme suits our team as most of the referrals come from our main partners Job Centre +.

Two of the qualifications that have been achieved so far are Forklift Truck and Domestic Energy Assessor.

The range of qualifications that the team are involved in assessing for include HGV/LGV training, Wind Turbine Basic Safety, and Chainsaw Operator.

8.3 Mainstream Clients

Since 1 April 2017 the Skills team have assisted 160 clients through funding or training/assistance with childcare or sustaining the individual until they received their first wage since coming off benefits. From the 160 clients 64 (40%) have gone into employment, either part or full time. With continued assistance more of the clients will also gain some form of work. The aim of the team for this year is to work toward assisting approximately 400 clients by 31 March 2018.

8.4 Scottish Employment Recruitment Incentive

Skills Development Scotland awarded 14 Scottish Employer Recruitment places. All 14 places have been allocated to local employers throughout Angus/Tayside who have recruited a young person with some form of barrier to employment. All 14 places were allocated very quickly within the first 4 months of the contract opening. One of the main criteria is that the young person lives in Angus. Places were allocated to the following employers:

- Just Tyres Angus
- The Wendyhouse Nursery (Kirriemuir)
- Lee Hutcheon
- Pie Bobs Bakery
- Baldoukie Motors Ltd
- Benjamin Barker Barber & Shop
- Murton Trust
- Freedom Hair
- Lily Pond Nursery School (2 places allocated)

- Rosemount Little Rascals
- M & H Logistics
- Body Beautiful
- PAC Gardening Services

8.5 World Host

The following dates have been set to deliver the one day customer service qualification 'World Host' to a variety of local business throughout Angus.

Location	Date
Carnoustie Golf Hotel	7 November 2017
Hospitalfield, Arbroath	21 November 2017
Links Hotel, Montrose	07 December 2017
Glenesk Hotel, Edzell	09 January 2018
The Royal Hotel, Forfar	23 January 2018

8.6 Developing Young Workforce

All secondary pupils have now returned to school for the 2017/18 school year with some of the S4/5/6 pupils who were successful in gaining a work experience place now contacting managers to arrange meetings and start dates.

9. FUNDING

9.1 Digital Engagement

The new Angus Funding Facebook page launched on 1 August 2017. Since its launch the page has achieved 510 followers, with posts to date reaching 5633 people.

Link: [Angus Funding Facebook](#)

The Angus Funding Twitter page currently has 1751 followers, with 19,900 engagements since 29 July 2017.

Link: [Angus Funding Twitter](#)

The Angus Funding Team monthly newsletter Angus Funding News currently has 418 subscribers, with an open rate of 19.5% (exceeding the industry average of 19.1%).

Link: [Angus Funding News](#)

9.2 Crowdfund Angus Delivering Angus Council Community Grant Scheme

Since 1 April there have been 24 expressions of interest for the match fund and 17 successful campaigns. In total £47,714 has been raised utilising £11,150 from the Angus Council grant scheme.

9.3 Angus LEADER Programme (Hosted By Angus Council)

Since the last report, there are 3 new expressions of interest being developed, and a number of basic enquiries. A further two fast track awards are with assessors and another two full applications went to the 6 September Local Action Group (LAG) meeting.

Angus LEADER successful project with LEADER Borjomi, Georgia comes to a conclusion with the visit of three Georgian delegates mid-September. This will include workshops with Angus LEADER and attendance at Scottish Rural Action Conference and AGM.

Angus LAG has responded to contact from a LEADER programme in Belgium for transnational project including a LEADER area in Romania. Three Angus enterprises have agreed to help the LAG to develop the project further, covering ecotourism, local food and drink and rural skills.

9.4 European Maritime and Fisheries Fund

Angus Council are the accountable body in partnership with Aberdeenshire Council for the North East of Scotland Fisheries Local Action Group (NESFLAG) which has £1.437 million to distribute to Fisheries related projects up to December 2019. To date 4 expressions of interest have been submitted covering Arbroath and Montrose. These applications will be presented at the October assessment panel.

9.5 European Rural Development Fund

Work is underway to submit an application to the Low Carbon Travel Hub/Active Travel Hub fund. This could see an investment into Angus of over €2,000,000 to further develop our electric charging infrastructure and travel alternatives. Submission is in December 2017 with award announcements in March 2018. If constituents are enquiring about charging points and improving infrastructure then please pass on any details to the team in order to streamline work.

9.6 SEPA-Scottish Landfill Communities Fund, Angus Environmental Trust

At their meeting on 7 September 2017 AET Directors assessed applications from the following Angus projects:

Applicant	Project	Ward
Scottish Wildlife Trust	Montrose Basin Improvements	Montrose & District
Aberlemno Hall	Village Hall Improvements	Brechin & Edzell
Steele Park Group	Steele Park Play Equipment	Forfar & District

Outcomes of above applications will be presented in the 28 November Information Report.

9.7 COSLA AWARDS

For the third year in a row Angus Council Economic Development team was long-listed for a COSLA award. This year the focus was on 'Delivering Better Outcomes' and Economic Development submitted the Hanlon management information system as a project. Hanlon ensures all of the department's performance reporting is delivered in an efficient manner and highlights areas of success and improvement for outcome focused service delivery.

REPORT AUTHOR: Alison Smith, Service Manager – Economic Development
EMAIL DETAILS: ECDEV@angus.gov.uk