

ANGUS COUNCIL

POLICY AND RESOURCES COMMITTEE – 30 JANUARY 2018

OVERVIEW OF ECONOMIC DEVELOPMENT 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 28 November. This report covers the period 28 October to 29 December 2017.

1. MONTROSE SOUTH REGENERATION

- 1.1 Works associated with section 1 of the spine road are progressing well. Three properties have been demolished to create a corridor for the new section of road and the additional road improvements have commenced. Work has also started to alter the listed building on the corner of Caledonia Street and Ferry Street. Once completed the road will significantly improve access to the port and the other businesses in the area.
- 1.2 Montrose Port Authority is proceeding with the £5.2 million improvement plan for berths 7 and 8 on the north quay and works should commence in early 2018. This will allow the port to handle larger vessels and will take total investment in quayside improvements in recent years to over £20 million. Overall business at the port is good with a record level of shipping activity achieved in August – 337,000 tonnes (beating the record by 100,000 tonnes).
- 1.3 Glasson Grain ([Fertilisers - Glasson Grain](#)) is the latest company to invest in Montrose South. They have purchased the former Bunn Fertiliser site and business from Origin Fertilisers (who were required to sell this business by the Competition and Markets Authority).

2. INVESTMENT – PROPERTY AND LAND

- 2.1 The occupancy rate for the commercial property portfolio remains at 74%.

3. BUSINESS SUPPORT

- 3.1 Business Gateway Delivery Contract Statistics, April 2017 - October 2017

	Angus	Dundee	Perth & Kinross	Total
Business Start Ups	129	156	163	448
Early Stage Growth*	13	25	24	62
Start Up Workshops	17	28	35	80
Existing Business Workshops	2	4	2	8
Growth Advisory Service Growth Pipeline Referrals#	8 GAS 3 GP	22 GAS 7 GP	20 GAS 7 GP	67
Digital Boost events from 01/07/17	2	5	4	11

* 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 statistics were ahead of target, early stage growth were on profile, start up workshops were ahead of profile, GAS/GP targets were ahead of target and existing business workshops were behind profile, and this is being monitored. Digital Boost workshops were behind due to delays from Scottish Government, and then required tendering.

4. GOLF SECTOR

4.1 Carnoustie Country Campaign

- 4.2 Filming for two Carnoustie Country golf destination films took place on the week of 9 October. The two short films will feature the history, variety and quality of golf in the local area and will be promoted mainly on social media channels. These films are now complete and will begin to be promoted in January online in partnership with VisitScotland.

- 4.3 Carnoustie Country runs a 'Spotlight On' campaign on [Facebook](#). In November, the 'Spotlight On' course was Monifieth Golf Links and the Facebook competition to win a 4 ball reached 61,748 people. During November, the Carnoustie Country Facebook page reached a total of 230,886 people. The top countries reached included the target markets identified in the Carnoustie Country communication plan which include UK, Sweden, Norway, Germany, Netherland and Denmark. This shows that our online social media plan is reaching the intended target audience.

- 4.4 During December, Carnoustie Country Facebook ran an '18 Holes of Christmas' campaign, intended to generate increased reach of the page and the destination, and promote member businesses. Eighteen businesses contributed prizes for this campaign which ran between 1 and 18 December.

4.5 Carnoustie Country Industry Group

- 4.6 Nineteen people from 12 businesses (all members of the Carnoustie Country Industry Group) attended an Innovation Workshop at Forbes of Kingennie in December. The workshop was facilitated by Scottish Enterprise. The aim of this workshop was to look at the overall vision for Carnoustie Country and its members, and look at how we can move forward with the brand. The workshop was well received and going forward a small working group is to be formed. Members have committed 30 hours during the next 3 months to developing an industry led business plan up to 2021,

5. DIGITAL

- 5.1 Infrastructure works were undertaken in November at both Angus House and Kirkton Industrial Estate to install equipment which will support the digital pilot programme that will enable businesses at a number of locations to receive improved broadband speeds.

This work will enable all existing and future businesses as Orchardbank Business Park and Kirkton Industrial Estate to utilise radio broadband as an alternative solution as they are unable to connect to the existing cabinet exchange.

This work will also enable some rurally located businesses to access broadband and complements the work being undertaken at both national level with the R100 Programme and regionally with collaborative bid submitted across the Tay Cities Region for Local Full Fibre Networks (LFFN) Funding.

6. FOOD AND DRINK SECTOR

- 6.1 The annual Food and Drink Influencers Dinner was held on 8 November at Hospitalfield House. This brought together 16 local industry representatives to discuss the support and activity that the council had undertaken in the past year, the current issues affecting the

industry and what should be in our action plan for next year. A number of points have been taken away from this including the possibility of a food-themed tourism trail across Tayside in line with the North Coast 500 and North East 250.

- 6.2 We assisted the organisers of the Arbroath Market who had their second event on 25 November. We gave them contact details for stallholders which resulted in this market being bigger than the first. Footfall figures show that the number of people on Arbroath High Street that day was 90% more than the previous Saturday. It is hoped that this will become a regular event.
- 6.3 Tay Cities deal partners are supporting the 'Farm to Fork' award at The Menu food and drink awards which covers the whole of 'Courier Country'. This award celebrates the amazing work of artisan food and drink producers across the area. The winners will be announced in March.

7. TOURISM

- 7.1 There are two Visit Angus newsletters which are sent out monthly – one newsletter which is sent to 353 tourism businesses, and one sent to 3,327 local residents and people who have an interest in Angus.

The last business newsletter was sent out on 15 November. This had an open rate of 30.7% which is consistent month on month with approximately 5% either way. The content included news about the Angus Tourism Cooperative, the Angus Visitor Survey results and Scottish Tourism Month.

The last customer newsletter was sent out on 3 November. This had an open rate of 22.1%, which is consistent month on month with approximately 5% either way. Content included events taking place in November such as Bonfire Night displays and high teas at Glamis Castle as well as a Taste of Angus section about places to eat locally and a section about our 'Spotlight On' business for November, Glenesk Hotel.

- 7.2 WorldHost is a globally recognised customer service training programme which focuses on the principles of great customer service. Angus Council is an established World Host training provider and a number of World Host workshops were organised specifically for tourism businesses and organisations across Angus as part of our 'Are You Open Ready' activity. The workshops provide participants with the skills to ensure they engage with customer in the most effective way. Twelve participants were involved in the first workshop at the Carnoustie Golf Hotel on 7 November and a further 9 people took part in a workshop at the Links Hotel in Montrose on 7 December. A further two workshops are scheduled to take place in January.
- 7.3 Visit Angus runs a #SpotlightOn campaign on [Facebook](#) and [Twitter](#). In October, the spotlight was on Montrose Basin & Visitor Centre. This month long campaign reached 39,872 people. In November, the spotlight on was Glenesk Hotel. This campaign reached 113,197 people.

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. Every Sunday, a different Angus business is promoted as part of a 'Where to Stay in Angus' campaign. This campaign is designed to raise awareness of businesses and to promote the range of places to stay in Angus.

Between 1 and 30 November, Visit Angus Facebook reached a total of 251,017 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.

In December, Visit Angus Facebook ran a Countdown to Christmas advent calendar campaign, intended to generate increased reach of the page and the destination, and promote local businesses. This campaign ran between 1 and 24 December and incorporated a mix of special offers, competitions, recipes and events.

8. **VOOM Festival of Business 2017**

The VOOM Tour 2017 is the Virgin Media festival of business, which aims to raise awareness of support available locally and nationally visiting cities such as London, Manchester, Cardiff and Bristol.

On 8 November 2017 the Business Angus team hosted the Virgin Media VOOM tour at Carnoustie Golf Hotel for a festival of business support. This event was aimed at new, existing and developing businesses keen to find out what support is available to them nationally and locally with regards to funding, IT, marketing, social media, legal and innovation.

Throughout the event, forty delegates were able to access the VOOM tour bus and speak to the business experts on board. Presentations were given by Tim Wright of Twintangibles; Crowdfunding for Business, which included key tips and techniques on how to use the crowdeconomy. Business Gateway outlined the Digital Boost programme and how social media and digital tools can benefit local businesses. The final presentation of the day was on 'How to Perfect Your Pitch' by Virgin Media, this informative session gave businesses advice on the importance of selling yourself and your business.

The Carnoustie stop was the precursor for the pitchathon being held in Dundee on 9 November 2017 where businesses had the chance to pitch for a £5,000 cash prize to help with their businesses.

9. **SKILLS**

9.1 **Modern Apprenticeships**

From a contract of 17 Business Administration places awarded by Skills Development Scotland (SDS) effective 1 April 2017 - 8 places have been filled by local young people between the ages of 16 and 19 years old. This year's contract ends on 31 March 2018.

The following is a list of departments and local employers who have completed the recruitment process and have young people in waiting to start their apprenticeships in the next few weeks:

Location	Modern Apprenticeship Places
Montrose Academy	1
Place	2
People	2
Friockheim Medical Centre	1

9.2 **Employability Fund – Stage 4**

A contract of 10 places was awarded by Skills Development Scotland in April 2017. All 10 places have now been filled. These are the outcomes as at 23 November 2017.

Gained qualification and employment	2
Gained qualification and started self employment	1
Gained Qualification and looking for employment	2
Continuing to look for employment	1
Still on the programme working toward a qualification – and employment	4

9.3 **Mainstream Clients**

Since the last report the Skills team have continued to assist a further 33 clients making a total of 256 clients since 1 April 2017 through funding or training/assistance with childcare or sustaining the individual until they received their first wage since coming off benefits.

From this figure a total of 125 clients (48%) have entered employment. This breaks down as below:

Full time	98
Part time	23
Self-employment	3
Further Education	1

The employment/employers include:

Journeycall, Arbroath	Home Fund
Two Sisters Food Group	Self-employed within the care industry
Links Hotel, Montrose	Self-employed Painter and Decorator
Lorry Driver	Self-employed within the oil industry

9.4 **Scottish Employment Recruitment Incentive**

A further 4 places were granted to the Skills Team to assist local providers and/or employers to offer employment or an Apprenticeship to a young person with some form of barrier. These 4 places are in addition to the previous 14 places already filled. Three of the additional 4 places have already been filled with East Coast Paint Sprayer, Arbroath, Wendy House Nursery, Forfar and Ark Nursery, Dundee (the young person lives in Angus).

9.5 **Developing Young Workforce – Angus Works**

Between 40 and 45 Secondary pupils continue to attend their chosen work placements throughout Angus and are now coming up to the half way mark. All pupils are working toward an SQA Employability Unit which is delivered by the Skills Team.

9.6 **EmployabiliTAY**

EmployabiliTAY is a regional employability course, run in partnership between Dundee City, Angus and Perth and Kinross Councils, with Dundee acting as the lead authority. EmployabiliTAY is funded through a package of funds including Local Authority and Scottish Government's Innovation and Inclusion Funds. SDS also contribute to the cost and delivery of the course. The aim of EmployabiliTAY, as agreed with Scottish Government,

'is to improve the employability and rate of sustained job outcomes for jobless people across Tayside who, through personal barriers and circumstances, require a range of well co-ordinated support from public services. This project also aims to facilitate transformational change, with innovative approaches to combining public services support and active input from NHS, SDS, housing services, criminal justice, welfare rights, the third sector and employers. EmployabiliTAY will test the efficacy of a tripartite approach to employability by the three Tayside Local Authorities and whether a regional, integrated approach can realise better results'.

EmployabiliTAY is unique. It is the first regional employability course in partnership between the 3 local authorities and its' key aim is to improve the quality of services and outcomes for jobless people through providing an integrated set of services under the banner of the EmployabiliTAY course. These services include Housing, Criminal Justice, Health and Money/Debt support. Skills Development Scotland is also a key delivery partner in the course. Services will be both quicker and easier to access and by tackling the clients' barriers to employment through a more holistic, co-ordinated approach, more sustained job outcomes will be a key measure of success.

The Skills Team will deliver 5 programmes of 10 clients spread over one year with the first programme which commenced on 15 January 2018.

10. FUNDING

10.1 Digital Engagement

The Angus Funding Facebook page has 528 followers, with 200 page views and reach of 5,200 for the period 28 October – 29 December. Link: [Angus Funding Facebook](#)

The Angus Funding Twitter page has 1783 followers, with 750 profile visits and 48,000 engagements for the period 28 October – 29 December. Link: [Angus Funding Twitter](#)

The Angus Funding Team monthly newsletter has 431 subscribers, with 480 opens for the period 28 October – 29 December. Link: [Angus Funding News](#)

10.2 Crowdfund Angus Delivering Angus Council Community Grant Scheme

Since 1 April there have been 39 expressions of interest for Angus Council Community Grant Scheme match funding, with 25 applications submitted. Projects that have applied for Community Grant Scheme Match funding have raised a total of £86,784 through Crowdfund Angus, utilising £18,100 from the Angus Council grant scheme.

Between 28 October and 29 December the funding team have supported local projects to crowdfund including Forfar & District Men's Shed, Carnoustie High Rugby Club, Glen Ogilvie Residents Association and Kirrie Panto Group. This is empowering communities and ensuring local projects are delivered.

10.3 Angus Funding – Drop in funding session

A drop in funding session offering funding support was held in Montrose Library on 22 November. The sessions are aimed at providing funding help and support to individuals, community groups and local businesses.

10.4 Angus LEADER Programme (Hosted By Angus Council)

Since the last report, 3 new expressions of interest have been received, and a number of basic enquiries. A number of applications have been approved including £55,623.70 to Muirhead & Birkhill Millennium hall for car park improvements; Denfind Stone Ltd were awarded £88,479 for a new processing shed at their quarry business; Community First UK awarded £93,184.20 for a two year programme of micro enterprise network development; and Ogilvy Spirits Ltd were awarded £125,503.20 to develop a visitor experience at their premises near Glamis.

There continues to be interest from a number of community groups and the LEADER Team will provide further support to others wishing to apply.

10.5 SEPA-Scottish Landfill Communities Fund, Angus Environmental Trust

At their meeting on 23 November AET Directors approved applications to the value of £61,870 to the following Angus projects:

Applicant	Project	Ward
East Haven Together	Conservation and restoration of SSSI	Carnoustie & District
Steele Park Group	Steele Park, Forfar, play park equipment	Forfar & District
Angus Cycle Hub	Bike remanufacturing project	Arbroath West & Lunan
Saddle Up	Fencing for animal rescue/rehabilitation	Kirriemuir & Dean

11 Performance

11.1 Scottish Local Authorities Economic Development Indicators Framework 2016-2017

The Scottish Local Authorities Economic Development (SLAED) group is the national voice for local economic development services in Scotland. The SLAED Indicators Framework is used by all Scottish local authority economic development services to measure the economic impact of councils.

11.2 The report sets out a range of data and information which is primarily based on returns submitted by the 32 Local Authorities. In Angus we use the Hanlon Management Information System to collate our statistics, please see the Angus case study on pages 26-27.

11.3 Three indicators stand out for Angus.

11.4 OC5 – Business Survival Rate (2012-2015)

This indicator measures the sustainability of business start-ups in terms of their three-year survival rate. The average three-year survival rate of businesses in Scotland from 2012-2015 was 62%. Angus has the second highest rate (after Orkney with 75%) of 70.6%.

11.5 OC8 – Town Vacancy Rates (2016/17)

This indicator is used to measure vacant commercial units in a local authority's key town centres as a percentage of the total commercial units. Based on the 30 councils that submitted data for this indicator, the overall estimated number of units in Scottish town centres in 2016/17 was 29,012. Of these, 2,956 were vacant or void which represents a **10.2%** vacancy rate across Scotland.

The highest reported vacancy rate was in Angus at 34.9%. The next nearest rates were South Ayrshire Council at 23.9% and Inverclyde Council at 20.8%.

This criteria for this indicator was changed for the 2016/17 report from considering only retail units to report on the broader commercial unit vacancy rate. This covers offices and other types of commercial unit. The figure that was submitted for Angus was not accurately calculated, however this was rectified too late for amendment in the publication.

Rates are not available for all burghs at the moment, but the rates that are available are as follows:

- Arbroath – 246 commercial units within the town centre/39 commercial units currently vacant which generates a vacancy rate of 16%.
- Brechin – 123 commercial units within the town centre/27 commercial units currently vacant which generates a vacancy rate of 22%.
- Carnoustie – 68 commercial units within the town centre/6 commercial units currently vacant which generates a vacancy rate of 9%.
- Forfar – 244 commercial units within the town centre/36 commercial units currently vacant which generates a vacancy rate of 15%.

It can be seen that this is significantly lower than the rate reported. The error will be corrected in future. We have communicated our concern to SLAED about the lack of attention drawn to the change.

11.6 OC11 – Leverage of External Funding (2016/17)

This indicator is used to assess the value of external funding that a council's own financial contribution to projects has levered in. External funding is any additional funding that has been secured by a council to invest in economic development activities. This usually includes European Funding, Scottish and UK Government funding, Lottery funding and private sector

funding. Leverage of external funding is expressed as 'for every £1 of council spend, an additional £X has been levered in from external sources'.

In 2016/17, Scottish councils levered in external funding for over 517 economic development projects. The estimated total cost of these projects was £249,831,645, made up of £98,281,747 of council contributions and £151,549,897 of funding levered in from external sources. This means that for every £1 councils spent on economic development projects in 2016/17, a further **£1.54** was levered in from external sources.

When considering these figures, it is important to note that relative performance in leveraging in external funding is difficult to measure because different areas have different projects and access to external funding. Angus, East Ayrshire, Eilean Siar and South Lanarkshire Councils all levered in significantly higher than the Scottish average funding.

11.7 The full report can be accessed via www.slaed.org.uk/documents/slaed-indicators-framework-report-201617.pdf.

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