

**ANGUS COUNCIL**

**POLICY AND RESOURCES COMMITTEE – 13 MARCH 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 30 January 2018. This report covers the period 30 December 2017 to 9 February 2018.

**1. INVESTMENT – PROPERTY AND LAND**

- 1.1 The occupancy rate for the commercial property portfolio remains at 74%. There has been an increase in interest for vacant properties since the start of the year after a very quiet spell in the last quarter of 2017.
- 1.2 The capital maintenance budget allocation for property upgrade and improvements has now been fully committed.
- 1.3 We continue to progress enquiries throughout the portfolio including interest in Orchardbank Business Park and Brechin Business Park.

**2. BUSINESS SUPPORT**

**2.1 Business Gateway**

The Economic Development team continue to hold regular meetings with Business Gateway Advisors and management to improve communication relating to Angus companies and the support available to them. This has resulted in stronger links with our contractor, particularly between the Business Gateway Advisors and our Sector Officers. Business Gateway advisors were briefed in January on activities happening in the run up to The Open at Carnoustie in July 2018. Advisors can keep businesses informed and signpost to the BusinessToolkit which has been developed to prepare businesses and help them to take advantage of this major event.

- 2.2 Detailed below is a summary of Business Gateway delivery (including Digital Boost) across Tayside for April - December 2017.

A separate table for December figures is also included.

## Business Gateway Delivery – Tayside

	Annual Target	Contractor Profile	Actual December	Actual To Date	Flat Profile
Business Start Ups	720	540	33	558	540
Early Stage Growth*	100	75	9	78	75
Start Up Workshops	110	79	7	100	82
Existing Bus Workshops	22	15	1	11	16
Growth Advisory Service/Growth Pipeline Referrals#	75	57	9	82	56
Digital Boost events from 1/7/17 (Jul 17-Mar 18)	30	20	4	19	20

## Business Gateway Delivery by LA area, April - December 2017

	Angus	Dundee	Perth & Kinross	Total
Business Start Ups	150	188	220	558
Early Stage Growth*	16	34	28	78
Start Up Workshops	23	35	42	100
Existing Bus Workshops	3	5	3	11
Growth Advisory Service/ Growth Pipeline Referrals#	10 GAS 3 GP	26 GAS 8 GP	26 GAS 9 GP	82
Digital Boost events from 1/7/17	4	8	7	19

\* *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 increase in turnover of £200k+ over next three years*

- Start Up targets are ahead of profile
- Early Stage Growth is ahead of profile
- GAS/GP targets are ahead of profile
- Start Up workshops are ahead of profile
- Existing Business workshop are behind profile this has been raised with the contractor and will be monitored
- Digital Boost workshops are broadly on profile

### 2.3 Other Business Gateway Activity

Go Network is Business Gateway Tayside's local, free networking group. Events are spread across Tayside, but are open to all clients in Tayside. Business Gateway held an event in Forfar on 29 January, which offered a snapshot on the Structured Sales Process.

One of the Start-Up Advisors has reported that three of the companies that they have worked with have plans for expansion:

- one is operating within retail sector has recently expanded into a new market and opened a restaurant;
- one has taken over a long-established business from his father-in-law and plans to extend the business to modernise premises and feature local amateur photographers; and

- one is expanding into much larger premises and recently received funding from Resource Efficient Scotland via Green Business fund for upgrading lighting

Gin Bothy

As a result of support from a Business Gateway Advisor, it was announced in December 2017 that Gin Bothy had been successful in securing funding from Scottish Edge.

To support their growth plans, their submission was scored favourably and they were awarded a total of £70,000 – double the amount applied for! Details of Scottish Edge winners can be accessed from: [www.scottishedge.com/2017/12/edge-11-winners](http://www.scottishedge.com/2017/12/edge-11-winners).

They have also made it to the final of the 2018 Courier Menu Food & Drinks Awards in the Craft Drinks Producer of the Year category.

Wee Cook Kitchen, Broughty Golf Club, Monifieth

Business Gateway recently signed them up to additional activities part funded by the European Regional Development Fund. Support provided included HR, Digital Boost 121, Innovation and Health & Safety.

The following extracts are from Wee Cook Kitchen Facebook:

*'We've changed a little since this time 2 years ago! We don't often blow our own trumpet so here's a nod to The Awesome WeeCOOK Crew who have worked hard since we opened in Jan 2016 to get two amazing local newspaper food reviews, 5 star trip adviser reviews, 5 star Facebook reviews, An award for our pies, TV appearances, nominations for awards and made our customers feel so welcome they come back again and again. We care about our customers as much as the food we produce so huge special thanks to everyone who has supported us and come back again and again for a warm welcome and some tasty food! We hope to feed you soon!'*

*'A lovely surprise to hear this morning that we have been shortlisted in The Courier's Menu Food & Drink awards. Our apprentice Lewis Pickett is in the running for the New Talent award! The overall winners of each category will be announced at a Gala Dinner at the Old Course Hotel in St Andrews on March the 15th! Well done Lewis, and fingers crossed!'*

*We care about our customers as much as we care about the food we produce. We're looking to recruit friendly, confident, energetic, enthusiastic and motivated seasonal staff to assist in delivering an all-round great customer experience.'*

## 2.4 Promotion of Activity

Our Business Angus Twitter account is used to highlight all Business Gateway workshops (ranging from pre-start and start-up workshops through to those available to growing companies. They also include Digital Boost workshops). The December and January tweets alone generated over 12,000 impressions ie the number of interactions/engagement from others on Twitter. Details of the Angus workshops can be found here [www.bgateway.com/local-offices/angus/events](http://www.bgateway.com/local-offices/angus/events).

## 2.5 Supplier Development Programme

This programme of workshops aims to inform and educate businesses on how to tender for work within both the commercial and public sectors.

Workshops were held across all regions in Tayside with businesses able to book across three regions as well as Scotland wide. Our Angus workshops have included attendees travelling from, amongst other places, Edinburgh, Aberdeen and the Glasgow area.

Our most recent Angus workshop in January (Using Public Contract Scotland and other Portals) brought the total run in the current financial year to four. Feedback was extremely positive and in relation to the January workshop specifically, all attendees stated that they would recommend it to others. All attendees also stated that they were now likely to bid for more contracts as a result of the information gathered.

The Supplier Development team who manage the programme targeted registered members to make them aware of our workshops, their website allowed them to book directly, our Business Angus website featured the workshops and dates and our Business Angus Twitter account was also used to promote workshops to a wider audience. For further information see [www.sdpscotland.co.uk/about/](http://www.sdpscotland.co.uk/about/). The next Angus workshops are scheduled for April - Improving Your Bid Score, July - Introduction to Tendering, October - Seeking Feedback and Improving Your Bid. Dates have yet to be finalised.

### **3. GOLF SECTOR**

#### **3.1 Carnoustie Country Campaign**

3.2 Carnoustie Country runs a 'Spotlight On' campaign on Facebook. In January, the 'Spotlight On' course was Malmaison Hotel and Downfield Golf Club and the Facebook competition to win a stay and play package reached 103,577 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.

3.3 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. This campaign reached a total of 657,689 people.

### **4. GREEN ECONOMY**

4.1 Infrastructure works are almost complete for connection of the radio broadband pilot scheme following a survey of access points in Arbroath. We are awaiting a final date from engineers to allow for the main connection into Arbroath.

4.2 We have engaged a consultant to undertake the additional study work to develop solutions and opportunities for broadband connectivity across Angus. This will allow us to further identify not only the need, but the solution(s) across the three themes of Business, Community and Visitor. Part of this work will include work with other bodies as well as local businesses who have an understanding and ability to deliver digital solutions in the area. As part of this, officers from Economic Development have already begun meeting with local companies, Scottish Enterprise and Cairngorms National Park Authority.

4.3 A number of communication engagements have been undertaken including:

- Elected Member Digital Briefing Paper circulated 20 December;
- Digital Information webpages went live on Angus Council's website on 22 January and will be updated with information regularly. The announcement of the webpage launch was undertaken across the main council social media pages including Facebook and Twitter;
- Community Council Digital Briefing Paper circulated on 24 January; and a
- Collaborative Digital Engagement Session by Angus Council and Scottish Government was held on 6 February for Elected Members and the Executive Management Team.

4.4 Angus Council are currently the thematic lead for the digital work being undertaken at regional level including both the bid submitted as part of Tay Cities and development of a bid for the Local Full Fibre Network (LFFN) Fund.

## 5. FOOD AND DRINK SECTOR

- 5.1 A sustainable food policy workshop was held on 17 January with representation from relevant Council Departments, Elected Members, local community groups and external stakeholders. The aim was to look at developing a sustainable food policy for Angus which would address a number of issues including healthy food in schools, reducing food miles, encouraging people and businesses to 'shop local', food poverty, and will connect of all the food related activity in Angus. An action plan will be developed and the group will meet quarterly.
- 5.2 Dundee Airport commissioned a film targeted at visitors to showcase the excellent food and drink offering in the area and much of this concentrated on Angus. We assisted the producers with contacts for local food producers, retailers and restaurants which were featured in the film - <https://youtu.be/iCWL9i02sag>.

## 6. TOURISM

- 6.1 There are two Visit Angus newsletters which are sent out monthly – one newsletter which is sent to 350 tourism businesses, and one sent to 3,323 local residents and people who have an interest in Angus.

The last business newsletter was sent out on 17 January. This had an open rate of 25.9% which is consistent month on month with approximately 5% either way. The content included news about the Open Ready workshop for businesses, the Dundee and Angus Tourism Conference, digital workshops and funding opportunities.

The last customer newsletter was sent out on 4 January. This had an open rate of 27.2%, which is consistent month on month with approximately 5% either way. Content included key events in 2018 as well as a Taste of Angus section about the Farmers Markets and Burns Night and a section about our 'Spotlight On' business for January, Glen Clova Hotel.

- 6.2 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 workshop at the Glenesk Hotel on 9 January and a further 13 people took part in a workshop at the Royal Hotel in Forfar on 23 January.
- 6.3 Angus Council has worked with VisitScotland to produce a series of vibrant short films to showcase Angus as a destination. The concept for the series of films is – 'The 48 Hour Getaway', with each film having a different theme; 48 Hours of Adventure; 48 Hours of History and 48 Hours of Wonder. The films will be used across Visit Angus social media channels and will also be used by VisitScotland.
- 6.4 Visit Angus runs a #SpotlightOn campaign on [Facebook](#) and [Twitter](#). In January, the spotlight was on Glen Clova Hotel. This competition as part of this campaign for afternoon tea reached 47,845 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.

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. This campaign reached a total of 276,856 people.

## 7. SKILLS

### 7.1 Modern Apprenticeships

From a contract of 17 Business Administration places awarded by Skills Development Scotland (SDS) effective 1 April 2017 - 14 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 offered MA opportunities over the past 10 months. There are 3 places yet to fill with 2 currently going through the recruitment stage.

Location	Modern Apprenticeship Places
JF Stephen Architects, Glamis	1
Place	4
People	4
Friockheim Medical Centre	1
AM Phillips Ltd, Muiryfaulds	1
Arbroath Medical Centre	1
Shaul Consultancy Ltd, Arbroath	1
Monifieth High School	1

### 7.2 Mainstream Clients

The Skills team have assisted 272 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 129 clients (48%) have entered employment. This breaks down as below:

Full time	101
Part time	25
Self-employment	3
Further Education	1

The employment/employers include:

Deeside Timber	Amazon
Dawn Fresh	Dalmunzie Estate
Wiltshire Farm Foods	Two Sisters Chicken Co

### 7.3 Scottish Employment Recruitment Incentive (SERI)

The final place has now been allocated to Angus Tyres to assist them employ a local young person. That now confirms the full 18 contracted places filled.

SERI is there to offer financial assistance to local employers recruit a young person with some form of barrier to employment. Funding is allocated through Skills Development Scotland and delivered by all local authorities in Scotland.

### 7.4 Developing Young Workforce – Angus Works

Pupils continue to attend their work placements one day a week with completion of this year's cohort coming to a close at approximately the end of March 2018.

## 7.5 **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 Skills Team have now completed the recruitment process and the first of 5 blocks of 13 week employability programmes started for 10 clients on 15 January 2018.

## 8. **FUNDING**

### 8.1 **Digital Engagement**

The Angus Funding Facebook page has 537 followers, with 300 post engagements and reach of 5,800 for the period 30 December 2017 – 9 February 2018. Link: [Angus Funding Facebook](#)

The Angus Funding Twitter page has 1795 followers, with 300 profile visits and 30,000 engagements for the period 30 December 2017 – 9 February 2018. Link: [Angus Funding Twitter](#)

The Angus Funding Team monthly newsletter has an audience of 596 people, with 200 opens for the period 30 December 2017 – 9 February 2018. Link: [Angus Funding News](#)

### 8.2 **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 £109,214 through Crowdfund Angus, utilising £20,600 from the Angus Council grant scheme.

Making Great things happen in Angus ... Montrose Save a Life

The Funding Officer provided advice and support to a small team working on behalf of Montrose Inner Wheel and Rotary Clubs who were looking to raise funds to purchase 24-hour access defibrillators for their community. They launched a Crowdfund Angus campaign achieving an online total of £3,460 in 35 days. The project has continued off line receiving many donations from local funders, organisations and individuals, bringing their total to date to £11,096. The team have been able to order five Community Access Defibrillators for Montrose and District and another three will be ordered soon.

### 8.3 **Low Carbon Transport and Travel Funding**

A bid was submitted to the LCTT fund on 18 January 2018. Local Authorities were invited to apply for funding under the European Regional Development Fund 2014-2020 Programme to facilitate the delivery of active travel and low carbon transport hubs. The Angus bid concentrates on a Carbon reduction Electric Vehicle hub within Orchardbank Business Park and if successful will lever £470,000 investment to the site. Announcements of successful projects will be April 2018.

### 8.4 **Funding Events**

**Social Enterprise Development** - A partnership information session with FirstPort was held on Friday 2 March at 61 Marketgate in Arbroath. The session was aimed at providing social enterprise and funding support to individuals, community groups and local businesses.

#### **8.5 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. There have been no scheduled LAG meetings to consider applications in this reporting period. Current applications being prepared total £937,154 against an available budget of £576,913. This includes work to support three transnational cooperation projects, a mandatory part of the LEADER programme.

#### **8.6 SEPA-Scottish Landfill Communities Fund, Angus Environmental Trust**

In November 2017 it was announced that MVV Energy have been awarded a contract to dispose of Dundee and Angus waste at new energy plant in Dundee, replacing the current Restenneth Landfill Site and Baldovie Incinerator. As a result AET will no longer receive financial contributions from Restenneth Landfill therefore AET are not currently accepting applications until timescales for winding up the Trust are finalised.

Fortunately under the SLCF scheme groups based in Scotland can apply to any one of the remaining 13 approved bodies distributing SLCF monies, irrespective of geographical location, and therefore eligible Angus projects can continue to benefit from the fund by applying to an alternative body.

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