

**ANGUS COUNCIL**

**POLICY AND RESOURCES COMMITTEE – 1 MAY 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 13 March 2018. This report covers the period 10 February to 30 March 2018.

**1. INVESTMENT – PROPERTY AND LAND**

- 1.1 The occupancy rate for the commercial property portfolio remains at 74%.
- 1.2 Since the start of 2018 an increase in the number of enquiries across the portfolio is starting to translate into deals. We are progressing applications on a number of units and will soon conclude new leases on other units.
- 1.3 We continue to progress enquiries throughout the portfolio including new leisure and business interests at Orchardbank Business Park and a potential relocation to Brechin Business Park.

**2. MONTROSE SOUTH REGENERATION**

- 2.1 Construction of section 1 of the spine road continues to progress well with the main works nearing completion. The road improves access to the port and businesses in the area, will make the area more attractive to investors, and should help segregate commercial and residential traffic.
- 2.2 The Montrose South Project Team, consisting of Council officers from Economic Development, Roads, Planning, Property and Legal has been short listed for the MJ Awards 2018 in the category of 'Innovation in Property and Asset Management'. These awards recognise the very best in local government services across the UK. The winners in each category will be announced on 27 June.

**3. BUSINESS SUPPORT**

- 3.1 Business Gateway
- 3.2 Our Investment Assistant attended the latest liaison meeting and gave an overview of their role within the Investment and Skills team. They also updated the team on current vacant properties within our portfolio, providing details on specific units which are available to view on [www.novaloca.com](http://www.novaloca.com). Business Gateway Advisers were encouraged to pass details on to businesses who may be considering premises rental or to those who are expanding and to contact the team with any enquiries or referrals.

Detailed below is a summary of Business Gateway delivery (including Digital Boost) across Tayside for April 2017 - January 2018. A separate table for January figures is also included.

Business Gateway Delivery April 2017 to January 2018 – Tayside

	Angus	Dundee	Perth & Kinross	Total
Business Start Ups	170	212	252	634
Early Stage Growth*	22	35	32	89
Start Up Workshops	26	40	47	113
Existing Business Workshops	3	6	4	13
Growth Advisory Service/ Growth Pipeline Referrals#	13 GAS 5 GP	28 GAS 8 GP	28 GAS 10 GP	92
Digital Boost events from 01/07/17	4	10	8	22

January 2018

	Annual Target	Contractor Profile	Actual January 2018	Actual To Date	Flat Profile
Business Start Ups	720	600	76	634	600
Early Stage Growth*	100	84	11	89	83
Start Up Workshops	110	90	13	113	92
Existing Business Workshops	22	18	2	13	18
Growth Advisory/Growth Pipeline Referrals#	75	63	10	92	62
Digital Boost events from 01/07/17	30	23	3	22	23

\* *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*

From the above tables it can be seen that start up targets are ahead of profile; Early Stage Growth is ahead of profile; Growth Advisory Service/Growth Pipeline targets are ahead of profile; start up workshops are ahead of profile; Existing Business workshops are behind profile (this has been raised with Elevator and will be monitored); and Digital Boost workshops are broadly on profile.

### 3.3 Recent Business Gateway Activity

Three Angus companies have been accepted on to the Enterprise Support programme which offers specialist support in areas such as innovation and product development, marketing and intellectual property. These companies are also in the process of applying for funding to support their growth development plans.

Three companies received specialist human resources advice, namely covering areas such as contractual obligation, pension and payroll matters.

Business Gateway suggested that new Start-Up company ARI London apply for the Enterprise Dragons competition at D&A College. Fatimah Hussain successfully pitched to a panel on 22 March and was granted £2,500 towards the future development of her company.

ARI London is a contemporary label, designing luxury and design led apparel for children. Using exquisite textiles, the focus is on iconic design produced by revitalising traditional methods. More information on the Enterprise Dragons can be found at: <https://dundeeandangus.ac.uk/enterprise/dragons/>

Another company has now been accepted into the Growth Advisory Service and will receive assistance with internationalisation, energy review, marketing and funding applications.

As part of Business Gateway's Go Network programme, a full day Sales Strategy workshop was delivered in Forfar on 5 March, despite poor weather conditions.

### 3.4 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.

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 5 April - Introduction to Tendering, 25 July - Improving Your Bid Score and will be held at Angus House. Details can also be found on the Business Angus website [www.businessangus.com/event-directory/](http://www.businessangus.com/event-directory/).

Our Business and Skills Co-ordinator represented the Shared Apprentice programme and Economic Development team at the Meet the Buyer event held on 27 February in Dundee. It was well attended with over 310 individuals visiting on the day. There were opportunities to meet companies and public sector organisations from across Tayside and visitors were given information relating to how the Shared Apprentice programme can benefit their recruitment activity. Interest was shown from NHS, Hadden Construction and Balfour Beatty with follow up discussions continuing.

## 4. GOLF SECTOR

### 4.1 Carnoustie Country Campaign

4.2 Carnoustie Country runs a 'Spotlight On' campaign on [Facebook](#). In February, the 'Spotlight On' was Murrayshall Hotel and Golf Courses and the Facebook competition to win a stay and play package reached 74,813 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.

4.3 Carnoustie Country Facebook currently has a number of promoted campaigns in progress around The Open. These campaigns are aimed at increasing ticket sales, promoting available accommodation and highlighting how to get here. These campaigns have reached over 800,000 people to date.

4.4 There are two Carnoustie Country newsletters which are sent out monthly – one newsletter which is sent to 71 golf and accommodation businesses, and one sent to 4,278 consumers who have an interest in Carnoustie Country.

The last business newsletter was sent out on 21 February. This had an open rate of 42.3% which is consistent month on month with approximately 10% either way. The content included news about the Open Ready toolkit, digital workshops, the tourism conference, world host training and funding opportunities.

The last customer newsletter was sent out on 8 February. This had an open rate of 30.6%, which is consistent month on month with approximately 10% either way. Content included promotion of Murrayshall Hotel and golf courses, the Gems in the Glens package, Gin Bothy and Verdant Works.

- 4.5 Carnoustie Country exhibited at the Danish Golf Show from 23-25 Feb as one of 12 invited international partners on the Danish tour Operator stand Green2Green. This activity is aimed at supporting Green2Green with their charter flight promotion bringing golfers into Dundee airport. This is the second year of this activity and packages are selling well. CC and G2G have jointly funded one full page editorial in the March edition of a leading Danish national golf publication – Golf Bladet. Scandinavia is a key target market as identified in our current marketing plan.
- 4.6 Carnoustie Country exhibited at the Helsinki Golf Expo from 2-4 March as one of 7 regional Scottish partners on the Scotland Home of Golf stand. 224 email addresses were collected on which we will add to our database for sending out our monthly consumer newsletters. Feedback from all partners and visitors to the stand was positive. Finnair have announced that they will shortly extend the Edinburgh to Helsinki flight connection which was launched only 3 years ago as a seasonal route. It will be extended to all year round from 2018.
- 4.7 The first of two Carnoustie Country Industry Group business planning workshops, facilitated by Scottish Enterprise was held on 28 March. This the follow up to an Innovation Workshop held in December. The group will review the current Carnoustie Country brand as part of that process and will also consider new more sustainable and more industry led group structures.

## **5. THE OPEN - ACTIVITY**

- 5.1 The Open Ready Roadshow was held to advise businesses how they can make the most of the 147<sup>th</sup> Open coming to Carnoustie and be Open Ready for this international event. The event attracted 63 attendees and 19 speakers and advice station staff, where we worked in collaboration with The R&A and Carnoustie Golf Links to provide practical advice to businesses. The event was held on 6 February at the Carnoustie Golf Hotel & Spa.
- 5.2 A major part of this event was the launch of The Open Ready Business Toolkit, which is an online resource for businesses to use, which provides information on The Open, practical advice, news of opportunities and links to relevant information. This is provided on the Business Angus website and will be updated with relevant information in the lead-up to The Open.
- 5.3 Contractors (visitors to the local area) will begin arriving on site from 1 April. A Carnoustie Country branded contractors leaflet has been produced to promote the local services and facilities (shops, cafes, cleaners, newsagents etc,) as well as local attractions such as other local courses, which contractors may have an opportunity to visit. 200 leaflets will be delivered to the contractor's compound with the option to produce more as required and a pdf version will be uploaded onto the contractors web portal.
- 5.4 The Carnoustie Country website was refreshed and re-launched on 1 February with a newly designed Open section which makes it easy for people to find key information – where to stay, how to get here, where to play, things to see and do etc. Accommodation providers are contacted monthly to ensure available accommodation is updated regularly. There have been a total of 36,747 views of this section between 2 February and 21 March.
- 5.5 A number of targeted Open campaigns have been running across a number of digital platforms to support our promotion of The Open and to drive traffic to the website. Below is a summary of activity and website referrals:-
  - How Did I Do, March Solus email - 10,429 views
  - How Did I Do, Feb Solus email - 8,181 views
  - PSP, Solus email - 1,658 views

- How Did I Do, e-mail alert - 2,010 views
- Global Golf Post – 623 views
- PSP Open, Solus – 279 views
- PSP Open, MPU – 211 views

5.6 Three social media campaigns focused on The Open have been run recently, with the following results:

- Ticketing campaign (11 Feb -21 March) - campaign reach 332,206 /link clicks 9,310
- How to get here (6 Feb -21 March) – campaign reach 77,930 / link clicks 2,465
- Where to stay (6 Feb – 21 March) – campaign reach 65,054 / link clicks 1,843

## **6. GREEN ECONOMY**

6.1 Connections via the radio broadband pilot are now live at Kirkton Industrial Estate, Arbroath and Orchardbank Business Park, Forfar. We have undertaken a significant amount of promotion work across social media and are liaising with businesses who could benefit from the pilot project. In some instances we are also able to reach rural businesses who have line of sight of these areas too. We are also able to provide potential alternative solutions to businesses should our project not be suitable for them.

6.2 We have created a short animation in conjunction with other services to promote the ongoing work we are doing across the Council to provide connectivity or support additional programmes. This was sent out across the corporate Facebook social media on Tuesday 14 March.

6.3 We attended a North Angus digital drop in event on Monday 26 February to share information about the council projects alongside those who are delivering the national programme. This will be repeated in other areas over the coming months. Angus is currently sitting with a take-up rate of 37% for premises who are using the available fibre provision.

6.4 Work is still ongoing at regional level including for both the bid submitted as part of Tay Cities and development of a bid for the Local Full Fibre Network (LFFN) Fund.

## **7. FOOD AND DRINK SECTOR**

7.1 Scotland Food & Drink organised a Regional Food Groups event in Inverness on 19-20 February – Taste of Angus was represented. This was the first time that all the regional food groups had come together to discuss best practice and collaborative working. This has resulted in a closer working relationship across Scotland, and possibilities for joint working in the future. There are also plans for a regional food fund which the group can shape to suit the needs of the industry.

7.2 We ran a joint event with Developing Young Workforce at Brechin High School on 22 February. S3 pupils from every Angus Secondary School attended this 'Taste the Industry' event which gave them the opportunity to speak to industry representatives and try hands on tasks relating to various careers in the hospitality industry such as chef, street food vendor, silver service, and events manager.

7.3 Angus Council (under the Tay Cities banner) co-sponsored the 'Field to Fork' award at the recent Menu Food and Drink Awards. There were 8 Angus-based finalists at the awards with wins for Gordon's Restaurant (Fine Dining Restaurant), Mackays (Local to Global) and Lewis Pickett from WeeCOOK Kitchen (New Talent / Rising Star), and a highly commended for Artisana (Street Food Vendor).

7.4 The Taste of Angus Festival ran from 19-25 March. There was a whole programme of events across the week including farm tours, distillery tours, specially locally sourced menus in a number of restaurants, and a 'pie and a pint' ceilidh.

## 8. TOURISM

- 8.1 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 15 February. This had an open rate of 27.4% which is consistent month on month with approximately 5% either way. The content included news about the tourism familiarisation trips, digital workshops, the new Visit Angus promotional films and a VisitScotland update.

The last customer newsletter was sent out on 1 February. This had an open rate of 20.2%, which is consistent month on month with approximately 5% either way. Content included suggested itineraries for a day out in Angus, the Webster Theatre and researching your family history.

- 8.2 Angus Council worked with Visit Scotland and Scottish Enterprise to offer a number of Digital Tourism Scotland workshops to tourism businesses. A workshop focusing on online booking took place on 22 February. Six people attended, representing 4 businesses. A workshop about Search Engine Optimisation for tourism took place on 22 March.
- 8.3 Angus Council works with Dundee City Council, Fife Council and Perth & Kinross Council on a regional destination development project. As part of this collaborative approach to promoting the region as a visitor destination, we attended TravMedia's IMM on 12 March in London. This is the leading event for the media to meet travel and tourism brands.
- 8.4 The annual Dundee & Angus Tourism Conference took place at West Park Dundee on 15 March. The event focused on celebrating success and looking to the future and featured a fascinating line of speakers and a 'Showcase of Success' which shone the spotlight on a number of local tourism businesses. They talked about the successes they had achieved through innovation and collaboration. The event was fully booked with over 100 delegates present.
- 8.5 A number of familiarisation visits are being organised throughout 2018 to encourage businesses in the tourism sector in Angus to get out and find out more about what Angus has to offer, whilst providing a valuable networking opportunity. The first of these visits took place in the Kirriemuir area on 20 March.
- 8.6 Visit Angus runs a #SpotlightOn campaign on [Facebook](#) and [Twitter](#). In February, the spotlight was on Blacks of Brechin. This competition as part of this campaign for a day trip in Angus for two people reached 9,508 people.
- 8.7 Visit Angus introduced a #MyAngus campaign on Instagram and Twitter in March. The first takeover took place over the weekend of the 9<sup>th</sup>-11<sup>th</sup> March with a reach of 21,827 within 48 hours, 375 new profile visits and 54 new followers. The next takeover will be run by Murton Trust on Twitter the weekend of the 23<sup>rd</sup>-25<sup>th</sup> March.

## 9 BUSINESS ANGUS

- 9.1 In February 2018, the Business Angus website was moved to a new host server and new content management system. This provides a more flexible content management system (wordpress), enabling us to develop a more user-friendly website and a more engaging homepage, with the intention of increasing traffic.
- 9.2 In February 2018 the Business Angus website attracted 932 visits, with visitors spending on average over 2 minutes in each session. The homepage was the most visited page, with the news, events and land and property pages being the next most popular.

9.3 Business Angus Twitter has a total of 1,768 followers. In February 2018 there were 63 posts, which were seen by 104,000 people (an increase of 42% over the same period last year) and this activity attracted 28 new followers.

9.4 Business Angus LinkedIn has a total of 226 followers. In February 2018 there were 15 posts, which were seen by 10,585 people and this activity attracted 23 new followers.

## 10. SKILLS

### 10.1 Modern Apprenticeships

The 2017/18 MA contract ended on 31 March 2018. All contracted places were filled.

The following is a list of local employers and Angus Council departments and who have offered MA opportunities over the contract period.

Business/department	Modern Apprenticeship places
J F Stephen Architects, Glamis	1
Place	4
People	4
Friockheim Medical Centre	1
AM Phillips Ltd, Muirymfalds	1
Arbroath Medical Centre	2
Shaul Consultancy Ltd, Arbroath	1
Monifieth High School	1

17 Apprentices left the programme with 13 going into full time employment with their existing employers (above), 1 moving to another apprenticeship in another occupational area and 3 leaving due to various other reasons.

### 10.2 Employability Fund Stage 4

The contract for this employability programme, funded by Skills Development Scotland, ended on 31 March 2018. We filled all 10 of the allocated places with the final outcomes shown below.

We have been advised by Skills Development Scotland that we have been awarded new contracts for 2018-19 for Stages 3 and 4 with a total of 40 places. Age groups range from 16 to 18 and 18 plus.

### 10.3 Mainstream clients

The Skills Team assisted 302 clients between 1 April 2017 and 31 March 2018 with a total of 143 going into either full time or part time employment and 3 clients entering self employment. We assisted 48% of our clients into some form of employment.

The table below shows a breakdown of these figures.

Clients entering into:	Number
Full time/part time employment	143
Self employment	3
Further education	1

The table below gives details on some of the employers with whom clients have gained employment.

Deeside Timber	Amazon
Dawn Fresh	Dalmunzie Estate
Wiltshire Farm Foods	Two Sisters Chicken Co
Pork Products	Geddes
Arnold Clark	Flying Colours, Driving Instructors

We assisted the remaining 156 clients (52%) with training, and sustaining new employment through providing living expenses, travel assistance, childcare and interview assistance.

#### 10.4 Developing Young Workforce – Angus Works

Pupils continue to attend their work placements one day per week with completion of this years cohort coming to a close at the end of March 2018. At this point all pupils taking part are on track to complete the SQA employability unit Personal Development Self and Work.

#### 10.5 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.

The Skills Team are now in the process of delivering the second course of a 13 week programme to a group of 8 clients.

To date 2 clients have entered employment, 1 full time and 1 part time. Employment is defined as at least 8 hours per week. The remaining 6 clients continue to work hard applying for employment vacancies and handing CVs into local businesses.

### 11. FUNDING

#### 11.1 Digital Engagement

The Angus Funding Facebook page has 553 followers (an increase of 16 from last reporting period), with 750 post engagements and reach of 3000 for the period 10 February – 30 March 2018. Visit our page: [Angus Funding Facebook](#)

The Angus Funding Twitter page has 1812 followers (an increase of 17 from last reporting period), with 513 profile visits and 367,500 impressions engagements for the period 10 February – 30 March 2018. Visit our page: [Angus Funding Twitter](#)

The Angus Funding February newsletter was sent to 425 subscribers, with a total 371 opens. View the February Funding news: [Angus Funding News](#)

#### 11.2 Crowdfund Angus Delivering Angus Council Community Grant Scheme

Please see schedules 2 and 3.

#### 11.3 Angus Funding – Pop up funding sessions

The third of a series of pop up funding sessions was held in Kirrie Connections, Kirriemuir on Wednesday 21 March. The session was well attended and the Angus Funding Officer is now working with local groups and organisations to source funding for local projects.



#### 11.4 Angus LEADER Programme (Hosted By Angus Council)

Since the last report 3 new expressions of interest have been received along with a number of basic enquiries.

The LAG meeting of 7 March made awards as follows:

Applicant	Project	Amount
Friockhub Ltd	Changing Places special needs facilities project	£35,554.00
Partnership between Muirhead, Birkhill and Liff Community Council and Angus Council	South-west Angus Community Development Project	£50,203.20

This period has seen continued effort to work through the pipeline of potential projects for forthcoming applications, valued at £995,673 against the remaining unallocated budget of £576,913.

The work to develop cooperation projects, a mandatory part of the LEADER programme, has achieved a further two potential projects, improving possible grant requests to £340,000 against the remaining ring-fenced allocation of £248,581, which will help to ensure competitive projects.

#### 11.5 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 and are not currently accepting applications whilst in the process of discussing their future plans.

Those submitting funding enquiries are receiving advice about other approved bodies who distribute SLCF funding, and Angus projects are receiving advice and support from the funding team to explore alternative funding sources.

Consultation with Council Officers is on-going and Angus Environmental Trust Directors will meet on Thursday 3 May to discuss their options.

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