

ANGUS COUNCIL

POLICY AND RESOURCES COMMITTEE – 5 JUNE 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 1 May 2018. This report covers the period 31 March to 4 May 2018.

1. INVESTMENT – PROPERTY AND LAND

1.1 The occupancy rate for the commercial property portfolio is at 70% due to a number of leases coming to an end and not being renewed however there are two new lets pending.

1.2 A new tenant (Remploy) has taken two units at Arbroath Business Centre.

2. BUSINESS SUPPORT

2.1 Business Gateway

Detailed below is a summary of Business Gateway delivery (including Digital Boost) across Tayside for April 2017 – March 2018, covering the full contract year.

Business Gateway Delivery – Tayside

	Annual Target	Contractor Profile	Actual March 2018	Actual To Date	Flat Profile
Business Start Ups	720	720	73	779	720
Early Stage Growth*	100	100	3	100	100
Start Up Workshops	110	110	10	136	110
Existing Business Workshops	22	22	5	23	22
Growth Advisory Service/Growth Pipeline Referrals#	75	75	1	98	75
Digital Boost events from 01/07/17	30 <i>Jul 17-Mar 18</i>	30	4	31	30

Business Gateway Delivery by LA area, April 2017 – March 2018 at Year End

	Angus	Dundee	Perth & Kinross	Total
Business Start Ups	203	255	321	779
Early Stage Growth *	24	37	39	100
Start Up Workshops	34	48	54	136
Existing Bus Workshops	6	10	7	23
Growth Advisory Service /Growth Pipeline Referrals #	15 GAS 5 GP	30 GAS 8 GP	30 GAS 10 GP	98
Digital Boost events from 1/7/17	6	14	11	31

* *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

It can be seen from the tables above that all of the targets have been exceeded with the exception of the Early Stage growth target which has been met.

Business Gateway Growth Workshops in Angus April 2017 - Jan 2018

	No. of workshops	No. booked	No. attended	No shows	Average Attended
May	1	6	8	0	8
August	1	13	10	3	10
December	1	4	5	0	5
Total	3	23	23	3	8
Average attendance:	8				
Drop-out rate:	0%				

Angus has performed well in relation to other areas with regards to average attendance and drop-out rate. Average attendance in Dundee 7 with a drop-out rate of 18% whilst average attendance in Perth was 6 with a drop-out rate of 23%.

3. GOLF SECTOR

3.1 Carnoustie Country Campaign

3.2 Carnoustie Country runs a 'Spotlight On' campaign on [Facebook](#). In March, the 'Spotlight On' was Montrose Golf Links and included a competition to win a fourball on Montrose Medal which reached 75,200 people. The top countries reached overall included the target markets identified in the Carnoustie Country communication plan which include the UK, Sweden, Germany and Denmark. This shows that our online social media plan is reaching the intended target audience.

3.3 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 22 March. This had an open rate of 45.1% which is consistent month on month with approximately 10% either way. The content included news about World Host Customer Service Training, CC facebook campaigns, the new CC PR campaign and the V&A toolkit.

3.4 The last customer newsletter was sent out on 15 March. This had an open rate of 30.4%, which is consistent month on month with approximately 10% either way. Content included promotion of Carnoustie Hotel and Carnoustie Golf Links, Ogilvy Spirits and Glamis Castle. Carnoustie Country exhibited at the Scottish Golf Show in Glasgow from 23 to 25 March to promote golf in the area as well as The Open 2018. The stand was an interactive bunker challenge which was visited by approx. 500 people per day. Over 500 people signed up to receive newsletters from Carnoustie Country.

- 3.5 Carnoustie Country exhibited at VisitScotland Expo, on 11 and 12 April at the SEC along with Golf Fife and Golf Perthshire on the regional "Scotland's Tay Country" stand. We met with approximately 20 international tour operators who we are following up with, to promote local golf tourism businesses. One Irish based operator has since visited House of Turin with a view to promoting this accommodation to their large database of mainly US clients.
- 3.6 The Carnoustie Country Industry group held its second business planning session on 24 April. This is an outcome of an innovation workshop facilitated by Scottish Enterprise last December. The final session will take place in mid June after which members of the leadership group will present their new industry led business and marketing plan to the wider industry group. This is part of a wider initiative to encourage a more industry led approach.

4. THE OPEN - ACTIVITY

- 4.1 Carnoustie Country hosted a group of 8 golf writers from 16 to 19 April as part of our Open related PR activity to raise awareness of Angus and surrounding areas as a golf destination. The trip generated significant social media activity during the week, and will generate great deal of coverage over the next few months, both on and off line, over a variety of golf and travel media, mainly in the UK but also in Canada and New Zealand. The trip included visits to Murrayshall, Panmure GC, Montrose Links, Edzell GC, Glenesk Hotel, Links Hotel, Gin Bothy, Carnoustie Hotel and Carnoustie Golf Links.

5. GREEN ECONOMY

- 5.1 A second digital briefing paper was released week commencing 16 April to Elected Members, Community Council and Community Planning Partners. It was also provided as an update to council staff and was the basis for additional updates to the council's digital information webpages.

The updated coverage figures have recently been released and confirm that Angus up to the end of 31 December 2017 now has connectivity to 92.7% versus projected 93%. In addition 89.5% have access to speeds greater than 24Mbps.

- 5.2 We have been engaging with Ofcom with regards to the work Angus is doing to support businesses, citizens and visitors with access to digital connectivity, skills and information. Ofcom have advised that they will be providing more regular updates with regards to their Connected Nations Annual Report and when data is available we will include that as part of the Angus overview of information.
- 5.3 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.
- 5.4 We have been participating in a regional programme of work to support SMEs with regards to Circular Economy. This work is being led by Ricardo Consultants in partnership with Dundee and Angus Chamber of Commerce following an award of funding from Zero Waste Scotland. An initial consultation meeting to introduce the initiative to businesses was held on 25 April.
- 5.5 The North East of Scotland Sustainable Energy Action Plan (NESSEAP) is being completed in-conjunction with Aberdeen City, Aberdeenshire and Moray Councils. The leads for the group met in early May to discuss finalisation of the regional strategy which will allow for development at the local level. This will help to both develop opportunities and measure results for work taken in the local area to support carbon reduction and adaptation measures in order for us to meet our obligations in relation to climate change.

6. FOOD AND DRINK SECTOR

- 6.1 The Taste of Angus Festival ran from 19 to 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. The festival attracted approximately 750 visitors to 14 events during the week. The festival attracted significant PR coverage and appeared on STV news with a visit to Newton Farm.

- 6.2 Angus Council, Perth & Kinross Council and Fife Council took a joint East of Scotland stand at Food & Drink Expo in Birmingham from 16 to 18 April. Twelve businesses from across the 3 councils were represented at this trade show where they had the chance to meet buyers from across the UK and beyond. Evaluation will take place over the forthcoming months to establish the commercial benefit of these businesses attending the show.
- 6.3 A Scottish Food Tourism strategy is being developed with a national workshop held on 1 May. We are contributing to this and looking into opportunities for the local area.

7. TOURISM

- 7.1 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 14 March. This had an open rate of 29.9% which is consistent month on month with approximately 5% either way. The content included news about the tourism familiarisation trips, World Host, an SEO workshop, cycle route cards and new business Carnoustie Distillery.

The last customer newsletter was sent out on 1 March. This had an open rate of 10.5%, which is consistent month on month with approximately 5% either way. Content included Easter events and the Taste of Angus Festival.

- 7.2 Angus Council exhibited at VisitScotland expo 2018, on 11 and 12 April at the SEC Glasgow, alongside local authority partners Dundee, Perth & Kinross and Fife. These partners are working together on a regional approach to tourism development under the banner 'Scotland's Tay Country'. VisitScotland expo is Scotland's premier business to business travel trade event providing businesses with a Scottish tourism product to showcase their products and services to UK and international buyers. There were a number of stand partners from across the region, including the Angus Tourism Cooperative, The Gin Bothy, the Caledonian Railway and Carnoustie Country.
- 7.3 Angus currently has a small network of digital information signs to help provide visitor information. These units are currently located at Carnoustie Golf Hotel, Glamis Castle and Peel Farm. An additional unit has recently been installed at the Harbour Visitor Centre in Arbroath following the recent closure of the VisitScotland iCentre. A further unit will be installed at Brechin Castle Centre in May. These units feature content about what's on, where to stay, things to see and do and where to eat in Angus.
- 7.4 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; five businesses attended this. The second visit took place in Carnoustie on 17 April with 12 attendees.
- 7.5 Visit Angus runs a #SpotlightOn campaign on [Facebook](#) and [Twitter](#). In February, the spotlight was on Bonfest. This competition as part of this campaign for two weekend festival passes reached 17,675 people.
- 7.6 Murton Trust took over Visit Angus Twitter from the evening of 22 March until the evening of the 24 March. They showcased various aspects of the organisation including the tearoom, activities, the animals and the work of their young volunteers. Within the 48 hour time period, 8 tweets were sent out.
- 7.7 The Dundee and Angus Convention Bureau have released their 2017 statistics. Business Events were worth over £68m to Dundee and Angus in 2017, an increase of 7.4% on 2016. Dundee and Angus welcomed over 255,000 national and international delegates during 2017.

8. BUSINESS ANGUS

- 8.1 In March 2018 the Business Angus website attracted 519 visits, with visitors spending on average 1 minute 51 seconds in each session. The homepage was the most visited page, with the news and events pages being the next most popular.

8.2 Business Angus Twitter has a total of 1,819 followers. In March 2018 there were 76 posts, which were seen by 99,500 people (an increase of 6% over the same period last year) and this activity attracted 23 new followers.

8.3 Business Angus LinkedIn has a total of 234 followers. In March 2018 there were 5 posts, which were seen by 1752 people and this activity attracted 8 new followers.

9. SKILLS

9.1 The Skills Team is a busy front line employability service who works with unemployed and under-employed clients and support them back into work through different support mechanisms such as the Employability Fund, the Scottish Employer Recruitment Incentive, World Host training, Modern Apprenticeships, EmployabiliTAY (with other Council partners) as well as working with mainstream clients.

OUTPUTS AND OUTCOMES TABLE FOR 2017/2018

OUTPUTS	2017/18
Number of registration activities	308
Number of clients registered and receiving key worker support	
OUTCOMES	2017/18
Number of clients entering full time employment	117
Number of clients entering part time employment	28
Number of clients entering self-employment	4
Number of clients entering further/higher education	1
% of clients achieving a positive destination	48.7%

9.2 Throughout 2017/18 the team collected information for their annual Customer Satisfaction Survey. It was aimed at clients who received support over this period and it was carried out as clients exited the service.

In 2017/18 the team registered 308 clients. From this total, 154 clients participated in the exit survey, a 50% response rate. These clients were those who gained a positive destination or left the service without securing any form of employment.

Key Observations from Survey

- 71.6% of clients were referred from Department for Work and Pensions.
- 66.9% of clients secured full time employment.
- 77.1% of clients have permanent employment contracts.
- Most clients gained employment in elementary or personal service occupations – a new trend compared with the last few years in which sales and customer service occupations were the most common job area outcome.
- 100% of clients thought the services made a difference to their own personal circumstances.
- 100% of clients rated the service as excellent, very good or good.
- 71.6% of clients are in a positive destination. 66.9% of these clients are in employment.

Notable Comments

Some of the additional comments received from the respondent clients have included:

'I'm grateful for the time they spent with me and all the support given to me'.

'The process was made easy and simple, kept informed throughout the process'.

'Very friendly and approachable'.

'Undoubtedly very helpful – if it wasn't for this support and help I wouldn't have had the opportunity to pass my course'.

'All very good and excellent follow up support'.

'Wouldn't have been able to start this job without the help'.

'My adviser was very helpful and understanding of my situation'.

'Thanks for all your help – was perfect – finished training on the Friday and got a job the next Tuesday'.

10. FUNDING

10.1 Digital Engagement

The Angus Funding Facebook page has 568 followers (an increase of 15 from last reporting period), with 832 post engagements and reach of 3,621 for the period 31 March–4 May 2018. Visit our page: [Angus Funding Facebook](#)

The Angus Funding Twitter page has 1825 followers (an increase of 13 from last reporting period), with 271 profile visits and 310,000 impressions for the period 31 March–4 May 2018. Visit our page: [Angus Funding Twitter](#)

The Angus Funding February newsletter was sent to 425 subscribers, with a total 101 opens. View the February Funding news: [Angus Funding News](#)

In anticipation of the new EU General Data Protection Regulation effective 24 May 2018, notification has been sent to current Angus Funding News subscribers to request that they re-subscribe to continue receiving AFN by email from 1 May 2018. We anticipate that this will substantially reduce the number of subscribers in the short term, however a promotional drive will be implemented to raise this figure and ensure we reach as wide an audience as possible.

10.2 Crowdfund Angus Delivering Angus Council Community Grant Scheme

Number of Crowdfund Angus Campaigns	3
Number of applications for ACCGS Match Funding	1
ACCGS application Success Rate	100%
Total ACCGS Funding Awarded	£1,250
Total amount raised through CF Campaigns	£6,469

CF case study - Making Great things happen in Angus ... Angus Carers Centre
Angus Carers moved to new premises in September 2015 in response to the increasing demands on their support services. While their new location provided additional space to deliver valuable community services, it was in desperate need of renovation to create a welcoming haven and inspiring hub for all unpaid carers across Angus.

With assistance from Funding Team officers the organisation launched a Crowdfund Angus campaign to raise funds for renovation costs, achieving an online total of £2,440 in 41 days, utilising £1,150 from the Angus Community Grant Scheme towards equipment and promotion.

10.3 Erasmus+ Training for Teachers

Erasmus + offers opportunities for UK participants to study, work, volunteer, teach and train abroad in Europe. Through ESEC a visit from the British Council, who administrates funds was arranged on Tuesday 24 April to provide an Erasmus+ training session to six Angus Council teachers and the Funding Officers.

10.4 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.

There have been no LAG meetings since the last report to consider applications.

FAST TRACK

This period has seen continued effort to work through the pipeline of potential projects for forthcoming applications, valued at £496,868 against the remaining unallocated budget of £479,387.

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.

10.5 SEPA-Scottish Landfill Communities Fund, Angus Environmental Trust

SEPA carried out a compliance inspection of Angus Environmental Trust on 14 March 2018. The follow up report concluded that Angus Environmental Trust was found to be compliant with the SLCF requirements and regulations. No compliance action is required.

Trust Directors and Council Officers will meet soon to discuss options following closure of Restenneth Landfill Site. Consultation is ongoing.

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.

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