

ANGUS COUNCIL

POLICY AND RESOURCES COMMITTEE – 28 AUGUST 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 05 June 2018. This report covers the period 5 May to 27 July 2018.

1. INVESTMENT – PROPERTY AND LAND

- 1.1 The occupancy level by floor space currently sits at 92%. Reporting by floor space is more representative view of occupancy.
- 1.2 One new tenant, Brookfields, a fabrication and steel procurement company has taken occupation at Broomfield Road in Montrose.
- 1.3 The sale of land to national hotel brand Marston’s has concluded at Orchardbank Business Park for the creation of a 38 bed style lodge.

2. Montrose South Regeneration Project

- 2.1 Angus Council was named winner of the Innovation in Property and Asset Management award for its Montrose South Regeneration Project. National recognition was received for the project phase 1 of which turned £3 million of public investment into £100 million of private sector money and saw the creation of more than 200 jobs. Phase 2 nears completion.
- 2.2 Angus Council, working with partners, led the project to breathe life back into a badly neglected, run down, challenging former industrial area. The £3.1 million investment has resulted in the creation of the new spine road in Montrose that provides better access for businesses and port users and helps keep commercial and residential traffic apart.

3. BUSINESS SUPPORT

- 3.1 Business Gateway

Below is a summary of Business Gateway delivery across Tayside for May 2018.

| | Annual Target | Contractor Profile | Actual May 2018 | Actual To Date | Flat Profile |
|--|---------------|--------------------|-----------------|----------------|--------------|
| Business Start Ups | 720 | 120 | 53 | 127 | 120 |
| Early Stage Growth* | 100 | 16 | 10 | 21 | 17 |
| Start Up Workshops | 110 | 18 | 15 | 25 | 18 |
| Existing Business Workshops | 22 | 4 | 2 | 5 | 4 |
| Growth Advisory Service or Growth Pipeline Referrals # | 75 | 12 | 6 | 18 | 12 |
| Digital Boost Events | 30 | 4 | 3 | 8 | 5 |

Business Gateway Delivery by LA area for April - May 2018

| | Angus | Dundee | Perth & Kinross | Total |
|---|---------------|---------------|-----------------|---------------|
| Business Start Ups | 42 | 50 | 35 | 127 |
| Early Stage Growth* | 7 | 10 | 4 | 21 |
| Start Up Workshops | 4 | 10 | 11 | 25 |
| Existing Business Workshops | 1 | 2 | 2 | 5 |
| Growth Advisory Service/ *Growth Pipeline Referrals# | 2 GAS 1 GP | 9 GAS 2 GP | 3 GAS 1 GP | 14 GAS 4GP |
| Digital Boost Events | 1 | 4 | 3 | 8 |

*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
Businesses projecting increase in turnover of £400k+ over next three years and meet the criteria for Scottish Enterprise Account Management will continue to be referred to SE. There is not a target for this but BG will report on any successful referral.

As can be seen from the tables above, delivery for all services is ahead of profile.

3.2 Social Enterprise

Business Gateway Tayside has agreed to be the headline sponsor for the inaugural Tayside and Fife Social Enterprise Conference which will be held on 24 October at The Apex, Dundee. For this first time the 4 local authorities will host this conference together. This event has been promoted on Business Angus website with a request for Angus companies to make contact regarding sponsorship opportunities.

4. GOLF SECTOR

4.1 Carnoustie Country Campaign

4.2 Carnoustie Country runs a 'Spotlight On' campaign on [Facebook](#). In May 'Spotlight On' was Alyth Golf Club which reached 49,635 people. June 'Spotlight On' was Strathmore Golf Centre which reached 46,935 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.

4.3 There is a Carnoustie Country consumer e-newsletter which is sent out monthly to approximately 1,200 people.

The last consumer e-newsletter was sent out in June. This had an open rate of 50.4%, which was approximately a 20% increase from the previous e-newsletter. This is because new GDPR regulations required us to ask people to re-subscribe to the e-newsletter and we would now expect our database contacts to be warm and engaged with our content. Content included promotion of The Open, Strathmore Golf Centre, Lands of Loyal Hotel, Carnoustie Distillery and Glenesk Wildlife.

4.4 Carnoustie Country is partnering with all seven regional golf groups in Scotland on a digital campaign to recruit a golf blogger/vlogger to spend 14 nights reviewing each region and producing content for use on our social channels. The 2 week campaign ended on 27 July. So far over 5,000 users have visited the competition entry page on the new national golf tourism website www.visitscotlandgolf.com

- 4.5 Carnoustie Country partnered with Visitscotland, Golf Aberdeen and Taylormade on a digital campaign in the US from 21 June for 2 weeks, aimed at raising destination awareness which reached over 50,000 people with over 12,000 competition entries generated. These new email contacts will be added to our existing database.
- 4.6 A seven page feature destination feature appeared in Great Golf magazine in June as an outcome of a press familiarisation trip hosted by Carnoustie Country in April. A full page destination feature resulting from the same press trip appeared in the travel section of the Daily Mirror on 22 July.
- 4.7 Over 400 players participated in the Scottish Mixed Pairs Golf Week from 2 to 6 July. The event is played over 5 Carnoustie Country courses including 2 in Angus and 3 in east Perthshire. Participants travelled from as far afield as England, Holland and the USA and stayed an average of 6 nights in the local area with many playing other local courses during their trip.
- 4.8 The Carnoustie Country Classic took place from 14 to 18 July. 100 golfers participated in the 5 night/4 round tournament staying at Carnoustie Hotel and playing 4 courses – Carnoustie, Monifieth, Panmure and Montrose. There were an additional 11 non golfers staying all week.

5. THE OPEN – ACTIVITY

- 5.1 Carnoustie Country and Visit Scotland delivered a joint exhibition stand at The Open. The focus was on promoting Carnoustie Country as a great place to play, stay, eat and explore.
- 5.2 Food and drinks tastings were available from Tuesday to Sunday. Local producers were invited onto the stand to talk about their locally produced food and drink.
- 5.3 There was a visitor bookings desk on stand to encourage visitors to maximise their stay, or to book a return visit. This was supported by DP&L Golf, a local golf tour operator and member of the Carnoustie Country golf industry group.
- 5.4 We ran a number of campaigns to promote Carnoustie Country as accessible (easy to get to) and with accommodation available to book. Further campaigns to promote the fantastic range of golf in the area are planned. The call to action for our Open campaign was The Open section on the Carnoustie Country website which was developed to make it easy for visitors and potential visitors to The Open to find the information they need.
- 5.5 We organised press and media trips and distributed Carnoustie Country press packs to many of the international media visiting Carnoustie for The Open including the Golf Channel and Sky who were the main broadcasters covering The Open in the UK and the US. We also organised visits for ESPN. Courses visited included Monifieth, Panmure, Arbroath, Montrose, Forfar and Kingennie. Coverage has already been extensive across TV, print and other digital platforms.
- 5.6 Carnoustie Country supported The Open campsite with a number of activities; a golf activation zone included fun golfing activities for adults and children and local food and drink producers were on site from Thursday to Sunday providing a local food and drink experience for guests. Over 4,000 nights accommodation were provided which included 139 international visitors from 19 countries. The campsite aimed to attract youths and younger adults who made up two thirds of all guests. 50% of bed nights were provided free to under 25s.
- 5.7 A solus email promoting Carnoustie and the local area was sent out to 460,000 UK golfers the morning after the final round of The Open on 23 July. The aim was to capitalise on the successes of The Open and encourage people to book their own trip to the area. Carnoustie Golf Links is partnering this activity.

5.8 Carnoustie Country is partnering Visit Scotland and two other local authority regions (East Lothian and Fife) in a Summer of Golf digital campaign aimed at capitalising on the 3 Major golf events across the East of Scotland in July 2018. The campaign is supported by a £10,000 shared budget and ran from 9 July for 4 weeks. The target market is golfers in UK, US, Sweden, Holland and Germany.

5.9 An Angus business feature focussing on the business benefits of The Open appeared in The Herald on 12 June.

5.10 Business Angus

We are using our Business Angus social media channels, including Business Angus twitter and LinkedIn, to promote business opportunities.

We promoted commercial opportunities to local businesses including providing details of local food and drink and service suppliers to The R&A to meet various needs at the Open Camping Village. We have also provided local information on where to eat, and what to see and do to the contractors at the contractor's compound.

We met weekly with Carnoustie Golf Links and Carnoustie Community Development Trust to co-ordinate activity and communicate opportunities, including 150 point of sale packs for Carnoustie businesses and 108 banners for town dressing. Working together in partnership to ensure that the town had a festival atmosphere, was welcoming and encouraged our visitors to enjoy their visit and hopefully return.

We proactively offered free listings to all local accommodation providers, which were hosted on Carnoustie Country. After Birkdale last year, we realised that there was a demand from customers for available accommodation and we decided to include these listings within The Open section of Carnoustie Country from August 2017

We delivered a Carnoustie Country golf activation zone at The Open Camping helping to promote Angus to families and young people from out with the area as a vibrant place to visit and explore. We also worked with The Open Campsite organisers to encourage the use of local suppliers and the recruitment of local people to work at the campsite, which helped maximise the economic impact of the event.

5.11 Invest in Angus

Visit Scotland offered us four tables in their Hospitality area – one per day from Thursday. We used this opportunity to focus on four key economy themes and invite relevant priority sector businesses to network - trade & investment, invest in Angus, invest for growth and tourism leadership. Each table was hosted by a councillor and senior council officer. The intention was to use the excitement and increased profile of the area driven by hosting The Open as a catalyst for business led discussions on a longer term ambition for Angus economy. Follow up activity is planned with all businesses involved.

In June 2018 the Business Angus website attracted 510 visits, with visitors spending on average 1 minute 12 seconds in each session. The homepage was the most visited page, with the news and events pages being the next most popular.

6. GREEN ECONOMY

6.1 A separate information report is being provided to cover all aspects of Digital Connectivity and Services to support the strategic approach to maximising opportunities across digital.

6.2 We have continued to support the regional programme of work to support SMEs with regards to Circular Economy. A first business breakfast was hosted by Dundee & Angus Chamber of Commerce and featured presentations by Zero Waste Scotland regarding funding support available to SMEs. This was followed up by a clear local example by Angus 3D Solutions of what can be achieved when combining innovation and 3D printing.

- 6.3 The North East of Scotland Sustainable Energy Action Plan (NESSEAP) regional group met in June with representatives from Angus, Aberdeen City, Aberdeenshire and Moray Councils. Work is ongoing to finalise a regional document which will provide a framework to support the three working groups across Adaptation, Carbon and Sustainability.

7. FOOD AND DRINK SECTOR

- 7.1 We continue to encourage businesses and individuals to sign up to the Taste of Angus Food Charter to show their commitment to using local, sustainable food. New sign-ups include Strathmore Highland Games – this year all food vendors were sourced locally which helped attract over 1,000 more visitors than the event had achieved previously.
- 7.2 We assisted the Marines at HM Condor to organise their Family Fun Day on 30 June. We sourced local food vendors for them, linked them in to the Angus Farmers Market and gave general event management advice. The event attracted over 3,000 people.

8. TOURISM

- 8.1 There are two Visit Angus newsletters which are sent out monthly – one newsletter which is sent to 137 tourism businesses, and one sent to 749 local residents and people who have an interest in Angus.

The last business newsletter was sent out on 20 June. This had an open rate of 37.6% which is approximately a 15% increase on the previous month. This is because new GDPR regulations required us to ask people to re-subscribe to the newsletter and we would now expect our database contacts to be warm and engaged with our content. The content included news about a Digital Skills Scotland course, a new jam making business and the Scottish Clan Event Fund.

The last customer newsletter was sent out on 31 May. This had an open rate of 65.4%, which is approximately a 40% increase from the previous month. This is because new GDPR regulations required us to ask people to re-subscribe to the newsletter and we would now expect our database contacts to be warm and engaged with our content. Content included the Angus Show, Forfar Gala Week and Strathmore Highland Games.

- 8.2 The Angus Tourism Barometer is a collaborative initiative with VisitScotland and local tourism businesses. The [results](#) are now available for Quarter 1 2018, and provide an overview of tourism performance in Angus.
- 8.3 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, Peel Farm, the Harbour Visitor Centre, Arbroath, and most recently at Brechin Castle Centre. A further two sites have been identified in Montrose and Forfar.
- 8.4 Local authority partners from Angus, Dundee, Perth & Kinross and Fife Councils are working together as part of Tay Cities Deal collaboration on a new regional marketing campaign 'Scotland's Tay Country'. The campaign aims to complement existing area promotions, support the opening of V&A Dundee in September and build a strong destination brand to help increase tourism across the region. An [industry guide](#) has been developed to help tourism businesses engage with the campaign.

- 8.5 A number of familiarisation visits are being co-ordinated to showcase the region as part of the Scotland's Tay Country activity. A visit was organised in partnership with Scotrail on 14 and 15 May, which showcased the region to 10 tour operators and destination management companies from across the UK. A media visit also took place between 7 and 10 June, where five journalists and bloggers visited the region.
- 8.6 World Host is a globally recognised customer service training programme. A series of subsidised workshops have been run for tourism businesses across Angus. The most recent event took place on 22 May and was attended by 14 people, representing 3 businesses.
- 8.7 Visit Angus is the destination marketing campaign for the area, managed by Angus Council. There are a number of channels, including a website and social media, Facebook, Twitter and Instagram. The Visit Angus website has been refreshed and updated to help improve the customer journey. Additional functionality will be added to the website over the coming months and the Search Engine Optimisation will also be improved.
- 8.9 Visit Angus runs a #SpotlightOn campaign on [Facebook](#) and [Twitter](#). In April, the spotlight was on Camera Obscura and this reached 16,309 people. In May, the Spotlight was on Arbroath Abbey and this reached 48,250 people. In June, the Spotlight was on Gin Bothy and this reached 28,262 people.

9. BUSINESS ANGUS

- 9.1 Business Angus Twitter has a total of 1,876 followers. In June 2018 there were 62 posts, which were seen by 64,600 people and this activity attracted 18 new followers.
- 9.2 Business Angus LinkedIn has a total of 240 followers. In June 2018 there were 5 posts, which were seen by 985 people and this activity attracted 8 new followers

10. SKILLS

10.1 EmployabiliTAY

This is run in partnership with Dundee and Perth & Kinross Councils. The Skills Team have so far delivered three out of five courses, and the next one started in August. Jobs secured by clients who had completed the course to date included employment within the chemical distribution, water testing, hospitality, oil and gas, construction and food and drink sectors.

Contract Targets

| OUTPUT | TOTAL TARGET | | | Region |
|----------------------|--------------|-------|-----------------|--------|
| | Dundee | Angus | Perth & Kinross | |
| Client starts | 166 | 50 | 44 | 260 |
| Jobs (55%) | 91 | 27 | 24 | 142 |
| Jobs sustained (70%) | 64 | 19 | 17 | 100 |

Performance as at 30 June 2018

| | Dundee | | Angus | | Perth & Kinross | |
|---------------|--------|--------|--------|--------|-----------------|--------|
| | Target | Actual | Target | Actual | Target | Actual |
| Client starts | 96 | 88 | 30 | 28 | 27 | 16 |
| Jobs | 48 | 51 | 16 | 12 | 14 | 5 |

10.2 Employability Fund

The Employability Fund contract is split into Stage 3 and Stage 4 programmes and our contract numbers have increased four-fold compared with last year's targets. The Skills team continue to do well in delivering opportunities to young people in Stage 3 and all age groups over 18 in Stage 4. Stage 3 delivery has been particularly successful to date, with all contracted places filled or about to be filled.

A spot check/mini audit was carried out by the contractor with the follow up report stating that all files were accurate and up-to-date; no follow up actions were required and feedback was positive and complimentary.

10.3 Business Engagement

The Skills team have supported various companies in their efforts to recruit additional staff or offering work experience placements, including Dawnfresh (the Skills team held an Open Day with them in June to facilitate additional recruitment activity), Abbey Fruit, Tayside Contracts, Robertsons, McGills, Seaton Joinery, S Tracey Plumbing and various taxi companies. Two new sites earmarked for new hotels have also been contacted to offer future support. Discussions with the soft fruit sector to address recruitment issues continues at present.

10.4 Modern Apprentices

The following is a list of Angus Council departments and local employers who have offered Modern Apprenticeship places over the current rolling contract.

| Angus Council Departments | Local Employers |
|---------------------------|---------------------------|
| Brechin High School | Friockheim Medical Centre |
| Monifieth High School | Arbroath Medical Centre |
| Benefits & Revenues | J S Stephen Architects |
| Staffing & Payroll/HR | A M Phillips |
| Legal | |
| Housing | |
| Criminal Justice | |
| Social Work | |
| Child Protection | |
| Access Line | |

85% of those who completed their Apprenticeship have gone into employment within the departments or with local employers. The remaining 15% received further support via Skills team staff to move them into Further or Higher Education or into employment with other companies.

10.5 Mainstream

The Skills team have continued to support clients who are not eligible for our other programmes. Individuals received help with job search, interview techniques, CV advice and in some cases financial assistance to help secure employment. To date 15 individuals have been helped into employment as a direct result of Skills team intervention. Our job outcome target of 50% has been exceeded to date and stands at 63%.

10.6 Scottish Employer Recruitment Incentive (SERI)

SERI is a Scottish Government fund which assists local providers and/or employers to offer employment or an Apprenticeship to a young person with some form of barrier. The current contract is to fill 18 places and to date six have already been filled, two are in progress and further enquiries from companies have been received and have been actioned. It is expected that this contract will be delivered in full prior to year end. At this stage it is not known whether a request for an increase in our allocation would be agreed but will be pursued at the appropriate time.

11. FUNDING

11.1 Digital Engagement

11.2 Angus Funding Facebook

There are currently 608 followers (an increase of 40 from last reporting period), with 564 post engagements and reach of 1,863 for the period 5 May – 27 July 2018. The Angus Funding Facebook Page was launched in August 2017 and we do not yet have a full year of activity to make a comparison between the previous period. We are seeing consistent growth in followers, and this period has seen an overall increase in activity.

11.3 Angus Funding Twitter

There are currently 1,839 followers (an increase of 14 from last reporting period), with 582 profile visits and 48,000 impressions for the period 5 May – 27 July 2018. We have seen an increase on Tweets, followers and impressions which is a positive result. Comparably we have seen a decrease in activity compared to the previous 2017 period, reflecting the introduction of our sister Facebook page and new schedule.

11.4 Angus Funding News

There are currently 117 Subscribers. Since moving to a new mailing list from May 2018 we have seen an increase in open rate % and clicks, a positive result for AFN. Our recent survey results found that 80% of responders would recommend AFN to others and the most popular section of AFN to be 'Great funds open now'. We will continue to monitor survey results from the link provided in the newsletter to ensure we are providing relevant and interesting content for our subscribers.

11.5 Crowdfund Angus Delivering Angus Council Community Grant Scheme

| Name of Enterprise | Ward | ACCGS Award | Total Raised |
|------------------------|-----------------------|---------------|---------------|
| Keptie Friends | Arbroath East & Lunan | £1,250 | £4,276 |
| Phoenix Gymnastic Club | Forfar & District | - | £1,753 |
| Penguin Power | Angus Wide | - | £500 |
| Forfar Farmington | Forfar & District | £1,250 | £1,440 |
| TOTAL | | £2,500 | £7,969 |

Overview (period April - July 2018)

Since 1 April 2018 we have seen 7 campaigns launched through Crowdfund Angus with the 4 completed campaigns raising a total of £7,969. This total includes £2,500 of Angus Council Community Grant Scheme match funding awarded. The Funding Team are supporting a number of projects preparing to launch campaigns and we are organising Crowdfund Angus workshops which we aim to host later this year with a view to raising awareness, providing information and support and increasing uptake of Crowdfund Angus.

11.6 Angus Funding attended the Interreg Clipper conference held in Dunfermline from 3 – 5 July to take part in discussions around on line financial platforms. The first event attended was stakeholder workshop on alternative finance mechanisms for SME's. Angus Funding was invited to attend due to their innovative approach of using Crowdfunder as part of distributing Local Authority funding awards. The second event attended was a round the table discussion on Co-Investment and new technology platforms at which Bernard Friess, Director of DG Mare, European Commission was in attendance. During this discussion the benefits of

Crowdfund Angus brings to Angus businesses, community groups and organisations was highlighted.

11.7 NESFLAG

Round 7 of NESFLAG was held on 4 July at which two Angus projects were approved totalling £93,994.49;

Angus Alive – Spotlight on Angus Fishing Heritage
£39829.06 EMFF grant awarded for Arbroath Signal Tower Museum promoting social well-being, cultural heritage and community development in fisheries areas.

Angus Council – Arbroath Harbour Pontoons
£54165.42 EMFF grant awarded supporting diversification inside or outside commercial fisheries.

This leaves a total of £10,314.17 of the Angus allocation uncommitted.

REPORT AUTHOR: Alison Smith, Service Leader – Strategic Policy and Economy
EMAIL DETAILS: ECDEV@angus.gov.uk