

**ANGUS COUNCIL**

**POLICY AND RESOURCES COMMITTEE – 9 OCTOBER 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 August 2018. This report covers the period 28 July to 7 September 2018.

**1. INVESTMENT – PROPERTY AND LAND**

- 1.1 The occupancy level by floor space currently sits at 91.6%. Five new letting instructions are currently being progressed by Legal and Democratic Services.
- 1.2 The sale of Plot 26 at Orchardbank in Forfar to a national petrol filling station was granted a conditional Planning consent; we expect payment in 6 to 9 months once the Planning conditions are cleared.

**2. MONTROSE SOUTH REGENERATION PROJECT**

- 2.1 Phase II of the road is complete subject to some final landscaping and the road was officially opened on 9 September.

**3. BUSINESS SUPPORT**

- 3.1 Business Gateway

**Business Gateway Delivery by LA area for April - July 2018**

	<b>Angus</b>	<b>Dundee</b>	<b>Perth &amp; Kinross</b>	<b>Total</b>	<b>Annual Target</b>
Business Start Ups	77	100	66	243	720
Early Stage Growth*	10	21	9	40	100
Start Up Workshops	9	18	18	45	110
Existing Business Workshops	3	3	4	10	22
Growth Advisory Service/ Growth Pipeline Referrals#	6 GAS 1 GP	12 GAS 3 GP	7 GAS 2 GP	25 GAS 6 GP	75
Digital Boost Events	2	6	5	13	30

*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. This event has been promoted on Business Angus website with a request for Angus companies to make contact regarding sponsorship opportunities. Angus representatives attend the Steering Group meetings which continue to plan and promote the event along with Dundee, Perth & Kinross and Fife Councils.

There is now a call for businesses to enter the awards and information can be found at: [www.dundee.gov.uk/service-area/city-development/tayside-%26-fife-social-enterprise-conference-2018](http://www.dundee.gov.uk/service-area/city-development/tayside-%26-fife-social-enterprise-conference-2018).

## 4. GOLF SECTOR

### 4.1 Carnoustie Country Campaign

4.2 Carnoustie Country runs a 'Spotlight On' campaign on [Facebook](https://www.facebook.com/carnoustiecountry). 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 newsletter which is sent out monthly to approximately 1,200 people.

The last consumer newsletter was sent out in July. This had an open rate of 47%, which is around the average open rate for these newsletters. Content included promotion of The Open, Panmure Golf Club, Malmaison Hotel, The Rookery and the Dream Experience package.

## 5. GREEN ECONOMY

5.1 We led a Scottish Local Authority Economic Development Place and Rural collaborative event which focussed on the use of digital to support growth in the economy and understand the challenges across the wider national area. There were 43 attendees from 23 local authorities and the event included updates on national programmes including Digital Scotland and Ofcom alongside sharing best practice to deliver better outcomes for businesses in relation to digital transformation.

## 6. FOOD AND DRINK SECTOR

6.1 The Arbroath Market took place on 25 August. This market was formed a year ago and is now held every second month. We have supported the market from the start through giving funding advice, contacts for stall holders and storage space for stalls. This market has been incredibly popular with residents and stall holders. Footfall on Arbroath High Street increases on market day by anything from 15% to 90% compared to other Saturdays, and stall holders frequently sell out quickly. We are now supporting market organisers in securing funding to buy more market stalls and move to a monthly market during the summer.

6.2 We continue to produce a series of 'Meet the Producer' short films for use in social media. We have already posted films on social media on Ogilvy Vodka, Artisana, Shed 35 Brewing and 88 Degrees Chocolate, with films for Sarah Gray's, Strathmore Foods, Downiemill Apples and C G Fleming & Sons Butchers in the pipeline.

## 7. TOURISM

7.1 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 15 August. This had an open rate of 41% which is around the average open rate for these newsletters. The content included news about Doors Open Days, a familiarisation visit in Forfar and the Industry Barometer.

The last customer newsletter was sent out on 1 August. This had an open rate of 60.2%, which is around the average open rate for these newsletters. Content included Barry Mill, Glenisla Highland Games, Glamis Prom, Doors Open Days, Brechin Beer & Gin Festival and cycling trails.

7.2 The 2017 tourism trends research about Angus's visitor economy is now [available](#). In 2017 there were over a million estimated tourism visits to Angus (1,081,850), an increase of 5% on the previous year. Overall, 40% of visitors (436,000) stayed in the area for one or more nights, the remaining 60% of visitors (645,000) were day visitors. Visitor numbers to Angus have increased steadily by 27.2% since 2010. Within the staying visitor sector, serviced accommodation numbers grew by 16.1% over the previous year, non-serviced by 6.5% and day visitors by 4.0%, displaying yet another strong year for Angus tourism. Tourism visits generated a total economic impact of £230.86m, a slight increase of 1.8% on 2016, but a sustained increase of 28.9% since 2010. The expenditure and activity of visitors to Angus in 2017 supported a total of 3,887 full-time equivalent jobs.

7.3 Visit Angus runs a #SpotlightOn campaign on [Facebook](#) and [Twitter](#). In July, the spotlight was on Royal Hotel in Forfar and this reached 100,216 people.

## 8. BUSINESS ANGUS

8.1 Business Angus Twitter has a total of 1,876 followers. In July 2018 there were 83 posts, which were seen by 84,000 people (an increase of 15% compared to July 2017) and this activity attracted 31 new followers. This period covered The Open 2018 and this had a significant impact on mentions of Business Angus in posts (200, which was an increase of 217% compared to July 2017).

8.2 Business Angus LinkedIn has a total of 240 followers. In July 2018 there were 4 posts, which were seen by 634 people.

## 9. SKILLS

9.1 Employability

This is run in partnership with Dundee and Perth & Kinross Councils. The Skills Team have so far delivered four out of five courses (job outcome statistics for fourth course not yet available). 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

Angus performance as at 20 August 2018

	Target	Actual

Client starts	50	40
Jobs	27	16
Jobs Sustained	19	4

## 9.2 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.

## 9.3 Modern Apprentices

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

Angus Council Departments	Local Employers
Brechin High School	J S Stephen Architects
Monifieth High School	A M Phillips
Benefits & Revenues	A G R Automation
Staffing & Payroll/HR	
Legal	
Housing	
Social Work	
Child Protection	

## 9.4 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.

At the time of this report, 31 clients have been registered and received support. To date 22 individuals have been helped into employment as a direct result of Skills team intervention.

## 9.5 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 seven have already been filled, with four pending. Three further enquiries from companies are being progressed.

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.

## 9.6 Shared Apprentice Ltd

The Shared Apprentice initiative [www.sharedapprentice.org/index.php/about/](http://www.sharedapprentice.org/index.php/about/) (the only one in Scotland) has reached the shortlisting of the COSLA Awards and presented on the programme in September. Results will be announced in November. Further information about the awards can be found here:

[www.awards.cosla.gov.uk/Refresh/wp-content/uploads/2018/08/2018-Excellence-Awards-SHORT-LIST.pdf](http://www.awards.cosla.gov.uk/Refresh/wp-content/uploads/2018/08/2018-Excellence-Awards-SHORT-LIST.pdf)

## 10. FUNDING

### 10.1 Digital Engagement

### 10.2 Angus Funding Facebook

There are currently 619 followers (an increase of 11 from last reporting period), with 587 post engagements and reach of 2,658 for the period 28 July – 7 September 2018.. We are seeing consistent growth in followers, and this period has seen an overall increase in activity.

### 10.3 Angus Funding Twitter

There are currently 1,492 followers (a decrease of 347 from last reporting period), with 426 profile visits and 16,000 impressions for the period 28 July – 7 September 2018. We have seen a decrease in activity compared to the previous period, reflecting the introduction of our sister Facebook page and new schedule.

### 10.4 Angus Funding News

There are currently 122 subscribers. Since moving to a new mailing list in May 2018 we have seen an increase in open rate % and clicks, a positive result for AFN. 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.

### 10.5 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
Jaxybelles Jute Bags	Montrose & District	-	£315
Monifieth Medieval Fair	Monifieth & Sidlaw	-	£290
Kirriemuir Town & Country Market	Kirriemuir & Dean	-	£1,036
<b>TOTAL</b>		<b>£2,500</b>	<b>£9,610</b>

### 10.6 Overview (April - September 2018)

Since 1 April 2018 we have seen 7 campaigns launched through Crowdfund Angus raising a total of £9,610. 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 holding a Crowdfund Angus workshop on 14 October with a view to raising awareness, providing information and support and increasing uptake of Crowdfund Angus.

### 10.7 Angus on the Go - Angus Council has successfully been awarded £326,000 from the European Development Fund (ERDF) Low Carbon Travel and Transport Fund (LCCT) Challenge Fund. The grant awarded is to support the installation of a green transport hub at Orchardbank Business Park, Forfar.

This will be achieved through the development of a charging hub at Orchardbank Forfar; a cluster of rapid charging units will support regional movement by EVs, providing a 'service

centre' type solution where people stop for a quick charge. Within close proximity of Forfar will also support local residents and businesses in adopting the technology.

The project aims to encourage active and sustainable travel amongst local people, businesses and visitors while raising awareness of and access to low carbon technologies, supporting behaviour change, improved air quality, personal health and economic regeneration. Angus on the Go is a strategic approach to low carbon developments linking in with the Active Travel Strategy.

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

Since the last report 23 new expressions of interest were received along with a number of basic enquiries.

Four awards were made, totalling £310,664 as follows:

Project	Award
The Crickety, Brechin	£283,346
Further Development at Glenisla Hall	£10,000
Scottish Honeyberry Cooperative Brand Launch	£8,317
River South Esk Catchment Connections Phase 1	£9,000

This period saw around £1.13 million potential projects being developed for forthcoming applications (some large applications are unlikely to come through, but this demonstrates very healthy demand) against the remaining funds of £388,000.

To address demand for funds exceeding remaining funds, Angus LEADER is included in a group of six of the 21 Scottish LEADER areas bidding for a further allocation of funds to LEADER by the Scottish Government.

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