

ANGUS COUNCIL

POLICY AND RESOURCES COMMITTEE – 27 NOVEMBER 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 9 October 2018. This report covers the period 8 September to 26 October 2018.

1. INVESTMENT – PROPERTY AND LAND

- 1.1 The occupancy level by floor space currently sits at 91.6% the same as last report. Four new letting instructions are currently being progressed by Legal and Democratic Services.

2. BUSINESS SUPPORT

- 2.1 Business Gateway

Business Gateway Delivery by LA area for April – September 2018

	Angus	Dundee	Perth & Kinross	Total	Annual Target
Business Start Ups	97	154	113	364	720
Early Stage Growth*	14	28	16	58	100
Start Up Workshops	13	25	24	62	110
Existing Business Workshops	4	5	7	16	22
Growth Advisory Service	9 GAS	18 GAS	11 GAS	46 GAS	75
Growth Pipeline Referrals#	2 GP	7 GP	3 GP	12 GP	
Digital Boost Events	4	7	6	17	30

Start Up figures reflect businesses which have started up and which have received support from Business Gateway services. The start-up figure for Angus could be higher – this figure does not therefore reflect those businesses which have started up but which did not seek support from Business Gateway.

** 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.

Note: Angus clients also attend events and meetings in Dundee as it is more convenient. This accounts for around 20% and will factor into the Dundee statistics and not shown in the Angus figures above.

All delivery figures are ahead of profile against Annual Target.

2.2 Business News

This sections outlines some of the activity and news resulting from support offered by the Business Gateway service between 8 September and 26 October.

Redcastle Spirits were nominated in Young Business of the Year category at the Dundee & Angus Courier Awards which took place Saturday 27 October in, Dundee. Business Gateway continues to work closely with Redcastle Spirits to support their growth plans.

It was noted that as part of the ongoing programme of Business Gateway workshops, the newly introduced Digital Boost Workshop: 'Pinterest, Instagram and Photography for Business' was very popular in Angus.

A new 'Planning to Start' online tool will be introduced to Tayside imminently which will allow clients to be better prepared for meeting with advisers. It is also aimed to ensure that Advisers are also better placed to offer tailored advice.

The bookkeeping workshop is the most popular workshop in Angus and continues to be included in the current programme. Booking information can be found here. <https://www.bgateway.com/local-offices/angus/events>

The Business Gateway received the following client feedback:

- Fast and efficient.
- I got all the answers to the questions I had and more. Plus I was told if I had anything else I needed help with just to contact them.
- Very helpful.

3. GOLF SECTOR

3.1 Carnoustie Country Campaign

3.2 Carnoustie Country runs a 'Spotlight On' campaign on Facebook. 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 is a Carnoustie Country consumer e-newsletter which is sent out monthly to approximately 12,500 people.

The last consumer e-newsletter was sent out in September. This had an open rate of 37.7%, which is around the average open rate for these e-newsletters. Content included promotion of the Alfred Dunhill Links Championship, Downfield Golf Course, Apex Hotel, Blu Bar Restaurant in Carnoustie and the V&A.

4. FOOD AND DRINK SECTOR

4.1 We assisted in the Arbroath Market in their successful application to the Regional Food Fund, which gave them funding of £3,883. This will allow the market organisers to install all-weather electrical points which will enable a greater range of vendors to attend the market.

4.2 On 22 October a group of chefs, hoteliers and food business owners from Dundee and Angus were taken on a visit to local Angus producers including a pig farm, fresh juice business, goat farm and distillery. The aim is to include more local produce on menus and to build up buyer/seller relationships.

5. TOURISM

- 5.1 There are two Visit Angus newsletters which are sent out monthly – one newsletter which is sent to 137 tourism businesses, and one sent to 811 people who have an interest in Angus.

The last business newsletter was sent out on 19 September. This had an open rate of 42.3% which is around the average open rate for these newsletters. The content included news about Digital Tourism Scotland workshops, the Scotland's Tay Country industry guide and a member event at Hospitalfield.

The last customer newsletter was sent out on 2 October. This had an open rate of 48.3%, which is around the average open rate for these newsletters. Content included Piperdam Leisure Resort, Halloween events, Angus Brewfest and the new Gin Bothy experience.

- 5.2 Doors Open Days took place in Angus on 8 & 9 September. 21 venues were open during the weekend and there were approximately 2,100 visitors. 5,000 event programmes were distributed within Angus and a 90 minute drive time. The event was promoted on social media, on the Visit Angus website and via a digital campaign with the Courier.

- 5.3 A number of familiarisation visits have been organised this year for local tourism businesses. These visits provide an insight into the Angus tourism offer and also provide a valuable networking opportunity. A visit to the Forfar/Glamis area took place on 25 September, attended by 10 individuals. A further visit to the Montrose area took place on 23 October.

- 5.4 As part of the regional 'Scotland's Tay Country' tourism activity, two travel trade familiarisation visits were organised, to showcase the region;

- In partnership with Abellio Scotrail, a group of 13 operators visited the region from 7-9 October.
- In partnership with VisitScotland and ICT Group Travel, a travel wholesaler, and a group of 10 operators visited the region from 10-12 October.

6. BUSINESS ANGUS -

- 6.1 Business Angus Twitter has a total of 1,906 followers. In August 2018 there were 50 posts, which were seen by 49,100 people and this activity attracted 30 new followers.

- 6.2 Business Angus LinkedIn has a total of 240 followers. In August 2018 there were 3 posts, which were seen by 563 people.

7. SKILLS

- 7.1 EmployabiliTAY

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 available at time of publication). 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 19 September 2018

	Target	Actual
Client starts	50	40
Jobs	27	17
Jobs Sustained	19	6

7.2 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. Because of this we have been successful in securing additional places for the programme.

The young people who have been through the Stage 3 programme have also completed their Certificate of Work Readiness Certificates. Candidates have been on work placement with a variety of Angus Council departments as well as external organisations such as Seaton Joinery, Robertson Construction, Sye Tracey Plumbing, Friockheim Health Centre and Lily Pond Nursery.

7.3 Modern Apprentices

The current rolling contract is nearing completion and success rate for those who have been through the programme sits at 85%.

Two young people remain on the programme and are currently working within Angus Council and AGR Automation. Once they complete, the success rate will stand at 100%.

7.4 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, 41 clients have been registered and received support. To date 32 individuals have been helped into employment as a direct result of Skills team intervention.

7.5 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 13 have already been filled. The Skills Team continue to receive and follow up on enquiries from businesses across Angus.

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.

7.6 Shared Apprentice Ltd

The Shared Apprentice initiative www.sharedapprentice.org/index.php/about/ (the only one in Scotland) won gold at the COSLA Excellence Awards which took place on 11 October.

Kevin Stewart MSP announce Angus Council as the Champions of Scotland. <https://bit.ly/2NEPXx6> in the category of Delivering Excellence, The winner of this category is drawn from all finalists so must be exceptional.

The team include Angus Council, Dundee & Angus College, and the CiTB. Local construction businesses sit on the. Krystian Kolaczyk within Economic Development was key to the operational success of the programme over the past three years. He continues to contribute towards its current and future development and is a valuable member of the collaborative team.

8. FUNDING

8.1 Digital Engagement - 8 September to 26 October 2018

8.2 Angus Funding Facebook

Our page currently has 628 followers (an increase from last reporting period), with 443 post engagements and reach of 2,151 for the period 8 September to 26 October 2018. We are seeing consistent growth in followers, and this period has seen an overall increase in activity.

8.3 Angus Funding Twitter

There are currently 1,576 followers (an increase from last reporting period), with 321 profile visits and 9,723 impressions for the period 8 September to 26 October 2018.

8.4 Angus Funding News

Our Angus Funding Newsletter is sent out monthly to list subscribers and promoted publicly via our Facebook, Twitter and Yammer pages as well as Angus Council's Mini Matters and Intranet Carousel for Council staff.

The last newsletter was published on 1 October and was sent to 131 subscribers. This had an open rate of 54.1% which is considerably higher than the industry average of 18.6%. The content included news about Climate Week, our funding event, crowdfunding success and great funds open now.

Our newsletter includes a customer satisfaction survey which we continue to monitor to ensure we are providing relevant and interesting content for our subscribers.

8.5 Crowdfund Angus Delivering Angus Council Community Grant Scheme (April – October 2018)

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
Furniture Recycling Project Angus	Arbroath East & Lunan	-	£35
Kirriemuir Town & Country Market	Kirriemuir & Dean	-	£1,036
Glamis Community Defibrillator	Kirriemuir & Dean	£750	£1,765
Kirriemuir Regeneration Group Penguin Fundraiser	Kirriemuir & Dean	-	£2,278
TOTAL		£3,250	£13,698

8.6 Funding Event

On 16 October we hosted a Big Lottery and Crowdfund Angus advice session at Angus House, Forfar. The purpose of this event was to meet Angus projects and share information and advice to help them achieve funding for the projects that matter to them and the Angus Community. 32 people signed up for the event which was a great success.

The first session provided an opportunity to meet our local Big Lottery funding officer to talk to them about current funding programmes and projects. The second session introduced Crowdfund Angus with a live demonstration to create and launch a campaign. The funding team will follow up with all participants for their feedback and to monitor success and outcomes.

8.7 Switched on Towns and Cities

The new Switched on Towns and Cities Challenge fund aims to facilitate a step change in the uptake of plug-on electric vehicles (EVs) in Scotland's towns and cities. The fund objective is to support intensive, high impact capital activity in order to incentivise, encourage and promote the use of plug in EV's.

The Switched on Cities fund complements the EV installation at Orchardbank, Forfar and there has already been consultation work carried out in Arbroath in terms of EV charging facilities. Two representatives from Transport Scotland visited Angus in August to present on the fund. Angus Council was not in a position to submit a full application to the first funding round however there was a limited amount of funding available for 10 in depth feasibility studies to be carried out up to the value of £40K. An Expression of Interest has successfully been submitted for a feasibility study to be carried out for the Arbroath area. A scoping exercise has been completed by Economic Development and colleagues from Roads and Environmental Strategy and submitted to the SoTC team who will now begin to work on the data provided. The feasibility studies should be completed by March 2019.

For further information, please visit:

<https://www.transport.gov.scot/our-approach/environment/carbon-reduction-on-roads/switched-on-towns-and-cities-challenge-fund/>

8.8 Regeneration Capital Grant Fund - Round 6

The Regeneration Capital Grant Fund, delivered in partnership with COSLA and local government, supports locally developed regeneration projects that involve local communities, helping to support and create jobs and build sustainable communities.

Angus Council (Montrose & Brechin Communities and Economic Development) working in partnership with Montrose Playhouse submitted a stage one application to the round six of the Regeneration Capital Grant Fund. The project will see the transformation of the derelict former swimming pool in Montrose into to a community hub for arts and education benefitting north Angus and beyond. The first stage application has been successful and the assessment panel has recommended the project be invited to stage 2 of the application process. The Angus Council and Montrose Playhouse partnership bid will be for £1.76 million, deadline for submission is 19 November.

8.9 Can Do Innovation

The Can Do Innovation Challenge Fund is a national fund which supports Scottish Public Sector organisations to find and develop innovative solutions to operational service and policy delivery challenges.

Angus Council's bid for a Secondary School Meal Pre-Ordering Initiative has been successful and will now be scoped out in full. Project proposal includes:

Phase 1: To explore this proposal further, we would invite three to four companies to tender for feasibility testing, the value of these contracts would be up to £25,000 per contract.

Phase 2: Funding of between £50,000 and £150,000 would be made available to the most competitive (or 2 most) to develop the innovative solution assessed and scored in Phase 1.

8.10 Angus LEADER Programme (Hosted By Angus Council)

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

Three awards were made, totalling £148,385 as follows:

Project	Award
Brechin Rugby Football Club	£52,500
Flourishing Destinations (Transnational Cooperation with Belgium and Romania)	£85,595
The Catevan Ecomuseum (Cooperation with Perth and Kinross)	£10,290

This period saw a continuing healthy demand for the remaining funds of £240,878.

So far the programme has met the Scottish Government targets of £275,018 for each of the farm diversification and enterprise allocations. We are on target to meet the cooperation target of £137,509.

Recent advice from Scottish Government lifted the cut off date of 28 March 2019 for making awards and extended this to 31 December 2019.

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