

ANGUS COUNCIL

POLICY AND RESOURCES COMMITTEE – 29 JANUARY 2019

**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 27 November 2018. This report covers the period 27 October to 28 December 2018.

1. INVESTMENT – PROPERTY AND LAND

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

2. BUSINESS SUPPORT

2.1 Business Angus

The Business Angus team engaged with 97 businesses over November 2018 providing a variety of support including skills advice, funding, exhibition support, organised events and direct assistance.

Partners engaged in the Tay Cities Deal (TCD) - Angus Council, Dundee City Council, Perth & Kinross Council, Fife Council representing the North East Fife area, and Scottish Enterprise have agreed to run a Tay Cities Business Week from 18 – 22 February 2019. This event is an amalgamation of each area's respective Business weeks/months and will be evaluated to determine its success and future approach but supports ambitions for improved collaboration on business support.

The programme, as it stands at time of writing, will consist of twelve key events, focusing on a range of business issues from entrepreneurship, to e-commerce, social media, start-up advice across a variety of key business sectors.

This new event will be promoted to businesses – from start-ups to long-established companies – across the region through a Tay Cities Business Week webpage, utilising the digital media platforms of each partner to promote the event to businesses across Angus.

2.2 Business Gateway

Business Gateway Delivery by LA area for April – November 2018

	Angus	Dundee	Perth & Kinross	Total	Annual Target
Business Start Ups ◇	119	210	154	483	720
Early Stage Growth*	17	37	22	76	100
Start Up Workshops	19	34	33	86	110
Existing Business Workshops	4	7	8	19	22
Growth Advisory Service Growth Pipeline Referrals#	11 GAS 3 GP	24 GAS 4 GP	17 GAS 5 GP	64 GAS 12 GP	75
Digital Boost Events	6	8	8	22	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. It also explains why Angus hold less Start Up workshop than the neighbouring areas.

All delivery figures are ahead of profile against the Annual Target.

2.3 Business Gateway - new website

On 3 December, Business Gateway launched their new website www.bgateway.com. It includes a number of new features that customers have identified as important and forms part of Business Gateway's approach to addressing the perception that their service was predominantly aimed at Start Up businesses.

2.6 Supplier Development Programme

Angus Council hosted a Supplier Development Programme workshop in Forfar on 6 December. It attracted local businesses as well as businesses from Dundee and Perth & Kinross.

All attendees reported that the workshop had encouraged them to consider bidding for more contracts and all attendees also reported that they would recommend the programme to others. Specific feedback on what they liked about the workshop included information on how to complete the Supplier Profile, finding out more about the Quick Quote process, moving

forward and using other sites, meeting others and hearing about their experiences, the content was geared to participants, details of additional courses was useful, and the presenter was open to discussion.

3. GOLF SECTOR

- 3.1 A press release detailing the results of The Open Economic Impact study was published on 10 December. The results were impressive. Spectator numbers of 172,000 were the biggest ever at Carnoustie (previous high of 157,000 in 1999). The event brought £21m of new money into Angus as part of a total economic impact of £69m for Scotland as a whole. Scotland and Angus also benefited from £51m in destination marketing benefit thanks to The Open being broadcast on television to more than 600 million households in 193 territories worldwide.

Almost half of the spectators who attended The Open (49.8%) travelled from outwith Scotland, while the great majority of Scottish fans (84.8%) came from outside Angus. 62% of non-Angus residents indicated they would return to the region for a break within 12 months.

85% of the players stayed in Angus with very positive feedback.

- 3.2 We have been working with the Carnoustie Country Golf Industry Group over the last 12 months to help them adopt a more industry led approach to growing golf tourism. They have produced a Business Plan which was launched at Carnoustie Hotel on 15 November. The Launch event was supported by representatives from 22 local businesses. The plan outlines the vision to work with Angus Council to grow golf tourism from £20m in 2016 to £30m by 2022 and identifies 4 priority themes. Volunteer subgroups have been set up to support delivery.

- 3.3 From 1 October to 30 November 2018, 56% of online visitors were from the UK and 17% from USA. The Carnoustie Country overseas target markets are Sweden (3.03% online visitors) and Germany (2.16% online visitors).

During this period, the top pages viewed by online visitors were packages, Carnoustie Championship course, Dunhill and Monifieth Medal. 17% of page views were across the courses pages and 13% of page views were for packages.

Dunhill was a popular search term on Google during this period and carnoustiecountry.com featured in the search engine results pages. Of those who clicked on carnoustiecountry.com, it converted into 293 page views for the Dunhill Links Championship page.

38% of online visitors to carnoustiecountry.com came via a referral link in the October and November newsletters 1,061 people visited the website as a result of receiving the newsletters in October and November. They visited courses, packages and accommodation pages.

- 3.4 The Carnoustie Country Facebook page now has over 13,900 likes and has reached 262,467 people from 1 October to 30 November 2018. Typically, the page posts reach people within 2 hours drive of Carnoustie Championship course. Throughout December, the 18 Holes of Christmas campaign was run where Carnoustie Country golf businesses sponsored a day by providing a competition prize. The aim of this campaign was to raise awareness of the courses and provide people with the opportunity to experience playing golf at these courses. Full results from this campaign will be analysed in January 2019.

- 3.5 Scottish Golf Tourism Week which is Scotland's major golf travel trade fair, took place from 29th October to 2nd November. The aim is to increase golf tour operator business into Scotland. 11 Carnoustie Country businesses participated, which included familiarisation visits to each business from 12 UK and International tour operators. Each business also benefited from a full calendar of 40 one to one meetings with targeted tour operators at the 2 day conference in St Andrews. The prestigious Scottish Golf Tourism Awards took place on the

final evening with 2 Carnoustie Country businesses winning awards – Carnoustie Golf Links and Murrayshall House Hotel.

4. FOOD AND DRINK SECTOR

- 4.1 We have been dealing with a number of investment enquiries in the food and drink sector, and offering substantial business support to both new and existing businesses eg a young jam maker Owen's Jams undertaking a crowd funding campaign towards costs of new premises.

We have been awarded LEADER funding to carry out a feasibility study into a food hub for Angus. This could include an incubator space for new and growing businesses, a cultural centre to celebrate the history and heritage of our iconic products, a retail space and a community growing and cooking space. The results of the feasibility study will determine if there would be sufficient demand for such a hub locally, before we look to secure the investment needed for the full infrastructure project.

We have been working with the Angus North schools cluster on a food in schools project. Primary 5 pupils from Friockheim and Hayshead have already been to visit the Home Economics Department at Arbroath Academy to be inspired about healthy eating. They have developed their own recipes for healthy lunches which were judged. All entries are being made into recipe cards and the winning recipes are being made up into food bags for all pupils taking part. We are developing a toolkit giving details of local food producers, and some of these producers will be invited to take part in a 'jobs in food' event in March. There has been interest at replicating this project with other Arbroath schools, with the aim of rolling it out across Angus

5. TOURISM

- 5.1 From 1 October to 30 November 2018, 15,425 visitors to visitangus.com were typically from within a 2 hour's drive of Angus, which is the local target audience for the campaign. Webcams still remains one of the most popular pages to visit on the site.

Events, Brechin Castle, and walking and hiking were all in the top 10 pages viewed during this period. Brechin Castle had a significant increase in traffic (814 page views) which can be attributed to 'Gordon, Gino and Fred: Road Trip' to Brechin as part of their 3 part TV show on ITV 3.

During the same period, the Visit Angus Facebook page reached 219,016 people. The website analytics show that 33.29% of referral visitors came via Facebook.

On 2 October 2018, Visit Angus Facebook shared the new 'Discover 48 Hours of History' film clip which was viewed 2,793 times. 40% of referral traffic to the website came from Facebook between 2 and 4 October 2018.

72.34% of online visitor traffic came to visitangus.com via an organic search on a search engine (i.e. Google). From the results on Google Search Consol, people are using search terms associated with webcams and events in Angus, and Visitangus.com is appearing in the search results pages for these terms.

- 5.2 A World Host Customer Service Training workshop took place on 14 November and was attended by 8 people from 3 different businesses as well as 3 people on the employabiliTAY programme. A further workshop is planned for 12 February 2019.
- 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. The last of these visits for 2018 took place in Arbroath on 20 November and was attended by 11 businesses.
- 5.4 An event took place at Forbes of Kingennie Country Resort on 13 November, at which over 30 stakeholders, including the Angus Tourism Cooperative, local businesses, VisitScotland, Angus Council, the Scottish Tourism Alliance, and others, discussed a new tourism framework for Angus. An industry steering group was formed to take forward work on

producing the new framework and met for the first time at Hospitalfield House in Arbroath on 28 November 2018

- 5.5 Tourism businesses across the region have been offered the opportunity to be involved in the creation of the first tourism strategy for the Tay Cities region. The opening of V&A Dundee has attracted global attention and there is a focus on working together to grow the visitor economy in the region. Businesses were invited to have their say about the future approach to tourism development via an online survey as well as a series of workshops across the region.

6. SKILLS

6.1 EmployabilityTAY

This is run in partnership with Dundee and Perth & Kinross Councils. The Skills Team have now delivered all agreed courses and will deliver an additional one in January 2019 to meet demand. 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 10 December 2018

	Target	Actual
Client starts	50	47
Jobs	27	21
Jobs Sustained	19	11

6.2 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 and are continuing to meet targets and place young people into work placements. There are only 5 places left to fill and the team are currently following up on current enquiries. This contract is therefore likely to exceed its original target.

Stage 4 delivery is also on profile to meet contractual targets with only four places left to fill – these are likely to be filled by the end of the contract year. Seven candidates have been supported into employment to date as a result of Skills Team intervention.

6.3 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%.

6.4 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 15 have been filled, two are at the enquiry stage. The Skills Team continue to receive and follow up on enquiries from businesses across Angus so it is likely that all places will be filled well within the contract year.

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.

6.5 Shared Apprentice Ltd

The Shared Apprentice initiative (www.sharedapprentice.org/index.php/about/) (the only one in Scotland) presented to Angus Councillors on 6 December and highlighted the recent COSLA Awards success, having won the Delivering Excellence award. Kevin Murphy from Dundee & Angus College gave a presentation on the background and current situation regarding this skills initiative which started in Angus. It has now rolled out to Dundee and there is potential for this to be part of the City Deal programme.

The team includes Angus Council, Dundee & Angus College, and the Construction Industry Training Board (CiTB). Local construction businesses sit on the board and provide training opportunities within their organisations. Krystian Kolaczyk in 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.

6.6 Company Support

The Skills Team are continuing to work with the Hydrus Group in Brechin to support their growth plans and specifically their current recruitment needs. The team offered a pre-recruitment service to Hydrus and subsequently took on responsibility for screening and filtering all applications. In summary, the team:

- Supported advertising of Subsea Technician & Fabricator/Welder positions
- Shortlisted over 150 CV's to meet their specific criteria
- Invited over 80 applicants to an Open Day at the Skills Team premises in Arbroath

Hydrus staff were delighted with this external support and are now moving forward with the second phase of recruitment.

6.7 Apply with Conviction

The Apply with Conviction workshop is especially tailored for all employability and careers advisers to provide essential core competencies in supporting people with convictions towards sustained employment.

In Scotland 1 in 3 men and 1 in 10 women have a criminal conviction. Recent research by DWP shows the negative impact of a criminal record on employment prospects. However, if jobseekers are given appropriate guidance on what, when, why and how to disclose a criminal record then their prospects significantly improve.

11 people attended the Apply with Conviction training at the Skills Team premises in Arbroath on 10 December. Companies included Throughcare Team at Angus Council, Voluntary Action

Angus, Skills Development Scotland, Jobcentre and the Scottish Prison Service. The Skills Team continue to be involved with this initiative and contribute to collaborative working with other Council areas.

At the time of writing this report, feedback was not yet available.

7. FUNDING

7.2 Angus Funding Facebook - 27 October to 28 December 2018

For this period we had 633 followers, 34 posts, 630 engagements, and a reach of 2920. Our highest performing posts were:

- Airbnb - Community Tourism Programme
- Owen's Jam Crowdfunding now!
- Kirrie Panto Group awarded £1,250 Angus Council Community Grant

7.3 Angus Funding Twitter - 27 October to 28 December 2018

For this period we had 1,519 followers, 418 profile visits and 23.6K impressions. Our highest performing posts were:

- Wow! We have a fantastic turnout at our @BIGScotland session today
- The Young Placechangers Ideas Fund Round 1 Deadline tomorrow!
- Crowdfund Angus! Show your idea has the support of the community

7.4 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.

For this period we had 136 subscribers and an open rate of 52%, considerably higher than the industry average of 18.6%. Our case studies were:

- Crowdfund Angus - The benefit of Crowdfunding to Angus
- Forfar Open Garden Scheme - Common Good Funded project receives an 'outstanding' award from Keep Scotland Beautiful
- Make the best of the festive season in Angus

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

7.5 Crowdfund Angus Delivering Angus Council Community Grant Scheme (April – December 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
Kirrie Panto Group	Kirriemuir & Dean	£1,250	£2,140
Forfar Instrumental Band	Forfar & District	£1,000	£1,400
Owens Jam	Forfar & District	-	£2,483
TOTAL		£5,500	£19,721

7.6 Funding Events

On 5 November we attended and presented Crowdfunding for Business at the Coca Cola 5 by 20 network meeting. These network meetings provide members with opportunities to enhance their businesses and make them a success through sharing experiences, learning from and supporting others. During the our presentation we promoted the services of Business Angus and the benefits Crowdfunding can bring to small individual businesses using a reward based platform.

On 14 November we hosted a funding pop up event in Carnoustie Library. At this event we met representatives from a walking football club seeking funding for sports kit, and a new business looking for start-up business advice and funding for a wellbeing and holistic therapy centre.

These quarterly events take place across various locations in Angus in partnership with Voluntary Action Angus, enabling us to meet members of the community who prefer face to face communication over telephone or email. The purpose of the events is to speak to organisations about their projects to establish their funding needs and eligibility for specific funds. We follow up with all enquiries providing details of potential funders for their projects and offering application advice.

On 20 November we attended Angus Business Connections network meeting. Angus Business Connections supports micro, small and social enterprises in Angus. We were invited to deliver a Crowdfunding for Business session at which there were over 30 attendees. As a result of this meeting we have been in contact with two businesses to date to discuss campaigns for 2019.

7.7 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.

An Expression of Interest was successfully submitted for a feasibility study to be carried out for the Arbroath area. During a conference call in November it was reported that the Angus feasibility study is well underway with all data being received on time and analysis well under way and the project is ahead of schedule.

7.8 Regeneration Capital Grant Fund - Round 6

Angus Council (Montrose & Brechin Communities and Economic Development) working in partnership with Montrose Playhouse submitted a stage 2 application to 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.

Successful awards were due to be announced in January 2019. The stage 2 application total project cost is £3,017,542.18 with a total grant request £2,260,000.

7.9 Crowdfund Scotland Launch

Crowdfund Scotland is a LEADER funded cooperation project between 9 Scottish Local Action Groups (LAGS) who are funding Crowdfunding Coaches to support Crowdfunding throughout Scotland. Angus LEADER is not part of the coaching project as Angus Funding staff are fully trained in the delivery of Crowdfunding campaigns. Crowdfunder UK have launched a Scottish Crowdfunding portal as part of the project. As the first local authority in Scotland to embrace Crowdfunding and to have our own portal Angus Council Funding staff were invited to attend and present on our success at the launch in Stirling on 30 November. During our presentation we talked about how we got started, our projects and how much we have raised through Crowdfund Angus. Since the launch of Crowdfund Angus a total of 73 projects have appeared on the portal raising over £190,958 for Angus individuals, businesses and voluntary/ not for profit organisations. Full details of all Crowdfund Angus projects can be found here: <https://www.crowdfunder.co.uk/angus>

7.11 SEPA-Scottish Landfill Communities Fund, Angus Environmental Trust

Following the closure of Restenneth Landfill site in December 2017, the decision was made by Angus Environmental Trust Directors to wind down the trust by the end of this financial year, 31 March 2019. Angus Environmental Trust has operated as an approved body distributing funds under the Landfill Communities Fund (ENTRUST 1997-2015) and the Scottish Landfill Communities Fund (SEPA 2017-2018). During the past 21 years the trust has made grant awards totalling £2,019,900.72 across 149 projects in Scotland.

7.12 Angus LEADER Programme (Hosted By Angus Council)

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

Three awards were made, totalling £35,964.23 as follows:

Project	Award
Angus Council Food & Drink Feasibility Study	£10,000
Promoting Scottish Gardens (Cooperation project with Fife and Perth & Kinross)	£12,405.73
Easthaven Together	£13,558.50

This period saw a continuing healthy demand for the remaining funds of £204,913.

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.

Recently successfully completed first transnational cooperation project meeting with Belgium and Romania for the Flourishing Destinations cooperation project, community led tourism. A recent meeting with partners was held in preparation for the ENGINE youth exchange with Sweden.

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