

**ANGUS COUNCIL**

**POLICY AND RESOURCES COMMITTEE – 12 MARCH 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 29 January. This report covers the period from 28 December 2018 to 8 February 2019.

**1. INVESTMENT – PROPERTY AND LAND**

- 1.1 The occupancy level by floor space currently sits at 93% up from last month having secured five new tenants, GJ Low Joinery, Custom Motors, Montrose Air station Heritage Centre, Porum Ltd and Mackays Ltd. Four letting instructions are currently being dealt with by Legal and Democratic Services. Two new applications are also being progressed.

Of the new lettings Mackays Ltd is worthy of note. They have taken over a large warehouse owned by Angus Council to expand their business given growth in demand for their locally produced products and increased sales from overseas. This will result in them investing an estimated £2.5 million in the facility and new jobs being created.

A planning application has been submitted by Springfield Developments at Orchardbank Business Park by a national developer looking to create 16 small starter units. The legal contract for sale of land to Springfield is being progressed subject to planning approval.

**2. BUSINESS SUPPORT**

**2.1 Business Angus**

The Business Angus team engaged with 61 businesses in December 2018 providing a variety of support including skills advice, funding, exhibition support, organised events and direct assistance.

From April to December 2019 the Business Angus website has received a total of 32,938 visits, which puts us ahead of our target of 20,000 visits by end of March 2019. The top five webpages viewed in December were the home page, Land & Property, Team page, Balhousie Care award story and News. Business Angus Twitter has 2,034 followers and reached 44,200 people in December, an increase of 6% on last year. Our communications through Business Angus Twitter has been seen by over 579,000 people (from April 2018).

Business Angus is working with the EmployabilityTAY partners of Angus, Dundee and Perth & Kinross councils, to produce promotional videos highlighting the benefits of the partnership approach and highlighting the impact it has made to people and businesses. These promotional videos will be complete in March and will be promoted through the individual partners' websites and digital media channels.

## **2.2 Tay Cities Business Week**

Tay Cities Business Week, a new event aiming to reach a wide audience across the Tay Cities Region by partners working together rather on an individual bases was held from 18 to 22 February. It had a varied programme of events on a range of business issues from entrepreneurship, to e-commerce, social media, start-up advice across a variety of key business sectors.

It was promoted through the [Tay Cities Business Week webpage](#), utilising the digital media platforms of each partner to promote the event to businesses across Angus.

## **2.3 Business Gateway**

During December Business Gateway delivered workshops in Angus on Bookkeeping, and Marketing Your Business, with 9 attendees. Historically, December is a quiet month for Business Gateway activity across Tayside.

Start-Up Workshops in January held in Angus included, Getting Started, Awareness and Marketing. A Digital Boost Workshop on Video Production for Social Media was held on 17 January in Arbroath.

## **3. GOLF SECTOR**

- 3.1 The Golf Carnoustie Country Industry leadership group have been working to deliver on the 4 strategic themes set out in their business plan which was launched in November 2018. The aim is to support the growth of grow golf tourism in Angus to £30 million by 2022.

A revised Partnership structure was launched as part of the industry business plan with the aim of developing a more cohesive and engaged membership. As of 30 January we had 19 member businesses and approx. £7,000 raised in membership income against a target of 25 businesses and £10,000 income. The industry group are working in partnership with Angus Council with the collective aim of growing golf tourism and improving sector capability and capacity.

Data – providing consumer data is a new condition of membership which means that every golf tourism business who is a member of the Carnoustie Country group is now required to submit consumer data which will help us to monitor and improve our business and marketing planning.

- 3.2 Events - Carnoustie Country exhibited at the Danish Golf Show in February in partnership with Golf Fife and tour operator partner DP&L Golf, Dundee. Denmark is a key target market and this is building on the work we have undertaken in the last 3 years to attract more Danish golfers to the area.
- 3.3 A total of 18 businesses took part in an advent calendar campaign on Carnoustie Country Facebook and competitions were promoted over 18 days from 1 to 18 December. The campaign reached almost 511,000 people and received great feedback from businesses.
- 3.4 The total reach on Carnoustie Country Facebook for the month of December was almost 474,000 people and there were over 300 new likes on the page during this time. This was over 3 times as many as the previous month and this can be attributed to the success of the advent calendar campaign.
- 3.5 From 1 – 31 December 2018, 56% of online visitors were from the UK and 14% from USA. The Carnoustie Country overseas target markets are Sweden (4.02% online visitors) and Germany (2.31% online visitors).

During this period, the top pages viewed by online visitors were the Classic (12%), winter offers (7%) and stay and play (5%). 9.27% of page views were across the courses pages and 3.19% of page views were for packages.

35% of online visitors to carnoustiecountry.com came via a referral link in the December newsletter. 37% visited events page, 30% visited the winter offer page and 12% visited courses page.

#### **4. FOOD AND DRINK SECTOR**

- 4.1 On 16 January we ran a Business Angus 'Careers in Hospitality' taster day in partnership with Developing the Young Workforce Dundee & Angus. 80 S3 pupils from all over Angus went along to the Park Hotel in Montrose and were given the chance to take part in practical activities set by local hospitality businesses including restaurant service and learning about how useful it is to be able to speak a different language.
- 4.2 On 31 January we participated in a Tay Cities Deal collaborative trade and investment workshop at the James Hutton Institute in partnership with Dundee City Council, Perth & Kinross and Fife Councils. Seven of the major food and drink businesses in the area from manufacturing, processing and agriculture attended to explore the area's opportunities and potential to become a strong destination for inward investment and trade growth.
- 4.3 On 7 February the first in a series of regional workshops was held by Connect Local for new and growing food and drink businesses. Entitled 'Building a Bestselling Business', the workshops covered topics such as benchmarking & branding, marketing strategy and sustainable growth.

#### **5. TOURISM**

- 5.1 A World Host Customer Service Training workshop was delivered on 12 February at Bruce House, in Arbroath to 11 Angus businesses.
- 5.2 We are working in collaboration with the tourism sector to review the Angus Tourism Framework. A steering group, made up of 16 members from local tourism businesses and organisations, has identified a number of strategic priorities. The aim is to have the framework complete by Spring 2019, after which action plans will be developed for each priority area.
- 5.3 Four industry workshops were held across the Tay Cities region before Christmas to consult on the first Tay Cities Regional Tourism Strategy. The discussions highlighted that the new strategy should build on local success; that the tourism offer for the region is strong and varied, particularly food and drink, design and the creative industries and outdoor activities, and could be developed further in order to attract visitors and encourage them to stay longer;. It was felt that in the future, the tourism industry should play a much greater role in decision making and that the strategy should address areas that need improvement across the region, such as improved connectivity (especially via public transport), guidance and support for small businesses, and addressing issues such as inequality and social challenges present in some areas.
- 5.4 From 1 – 31 December 2018, 76% of UK visitors to the website were from Scotland and typically from within a 90 minute drive of Angus, which is the local target audience for the campaign. Webcams still remain one of the most popular pages on the site. Throughout December, the event section was the second most popular area on the website with 1,787 visitor sessions on the events landing page and subsequent page views for individual events.

A total of 23 businesses took part in an advent calendar campaign on Visit Angus Facebook and a mix of events, recipes and competitions were promoted over 24 days from 1 to 24 December. The campaign reached almost 272,000 people and received positive feedback from businesses.

The total reach on Visit Angus Facebook for the month of December was just over 297,000 people and there were almost 400 new likes on the page during this time. This was almost 3 times as many as the previous month and this can be attributed to the success of the advent calendar campaign.

890 referrals to the website came from Facebook in December. On 29 December, a post about the "New Year Family Ramble" reached over 15,000 people and the website saw a spike in visitor traffic to the event page with 342 page views.

70% 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 Console, people are using search terms associated with webcams, events in Angus and places to visit in Angus, and Visitangus.com is appearing in the search results pages for these terms.

A Visit Angus consumer newsletter was sent to 858 people on 3 January 2019 which included information about where to eat, where to stay, events and things to see and do. The open rate for this was 60.7% which was an increase of 4.5% from December.

## **6. SKILLS**

### **6.1 EmployabilityTAY**

Angus Council deliver against a collaborative regional contract run in partnership with Dundee and Perth & Kinross Councils. To meet increased demand an additional course was run in Angus from 14 January with 10 clients. We already have very good case studies from the previous courses and we will be gathering more before the end of the financial year. We have submitted a nomination for consideration to the MJ Local Government Achievement Awards.

Angus performance as at 8 January 2019:

	Target	Actual
Client starts	50	47
Jobs (55%)	27	22
Jobs Sustained (19%)	19	11

Final figures will be reported after the end of the contract period in March 2019.

### **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 – we have a contract to deliver 18 placements with the breakdown being 16 trainees aged 16/17 years and 2 aged 18 + years. Of the 16/17 year olds we have 12 registered, 11 of which are completed and 1 is pending. We are awaiting confirmation from a variety of companies. Positive destination outcomes are 6 participants have moved into work and 1 has gone onto College. We still have 5 places open on this Contract as of 9 January. For 18 - 24 year olds, one person has started which leaves one place open. We are working to fill the remaining 6 places and are awaiting referrals/applications.

Stage 4 – we have a contract for 24 trainees, of this we have 17 who are registered with 3 waiting to start, 13 completers, 5 with jobs and 2 waiting to claim. We have 4 places left to fill before 31 March.

### 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 17 have been filled with 1 remaining place in the process of being filled at a business in Carnoustie.

## 7. FUNDING

### 7.1 Angus Funding Facebook - 28 December 2018 to 8 February 2019

For this period we had 642 followers, 35 posts, 802 engagements, and a reach of 3369. Our highest performing posts were:

- Exciting new funding opportunity! NorthernGround Sponsorship
- Tesco Bags of Help Grant Scheme
- Brechin Buccaneers success!

### 7.2 Angus Funding Twitter - 27 October to 28 December 2018

For this period we had 1,528 followers, 468 profile visits and 16.2K impressions. Our highest performing posts were:

- Welcome to #CrowdfundScotland
- Angus Council can match fund Crowdfund Angus campaigns that support local priorities
- Crowdfund Angus! Show your idea has the support of the community

### 7.3 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 141 subscribers and an open rate of 51.4%, considerably higher than the industry average of 18.4%. Our case studies were:

- What's On? The best of the festive season in Angus
- Beat the January Blues – Planning your funding application

### 7.4 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
Forfar Foodbank	Forfar & District	-	£360
<b>TOTAL</b>		<b>£5,500</b>	<b>£21,181</b>

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

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

There is still an opportunity for community organisations to bid for the remaining funds of £215,849.

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.

Angus LEADER has agreed to host the two day meeting of the Scottish LEADER staff group in mid March based at a local venue including project visits.

Angus LEADER attended the Holyrood reception celebrating LEADER Past Present and Future Event on 27 February 2019.

Both the above are great opportunities for Angus LEADER to promote the 37 projects whose combined awards total £1,855,817 and to discuss rural development programmes post BREXIT.

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