

POLICY AND RESOURCES COMMITTEE – 30 APRIL 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 12 March. This report covers the period from 9 February to 30 April 2019.

1. INVESTMENT – PROPERTY AND LAND

- 1.1 The occupancy level for February 2019 is 93%, which is the same level as the previous month, sustaining its highest level over the last 12 months. There are currently 2 letting instructions being processed by Legal and Democratic Services, at Panmure Industrial Estate and Arbroath Harbour Visitor Centre.
- 1.2 In February 2019 we received 14 enquiries, which is an increase of 56% on the previous month. Of these, 86% were looking for workshop/industrial units and 14% looking for office accommodation.

2. BUSINESS SUPPORT

2.1 Business Angus

The Business Angus team engaged with 20 businesses in February 2019 providing a variety of support including skills advice, funding, exhibition support, organised events and direct assistance.

From April to February 2019 the Business Angus website has received a total of 34,708 visits, which puts us ahead of our target of 20,000 visits by end of March 2019. The top five webpages viewed in February were the home page, Land & Property, Events, Team page and News.

Business Angus Twitter has 2,091 followers and reached 45,400 people in February. Our communications through Business Angus Twitter has been seen by over 632,500 people from April 2018.

3. GOLF SECTOR

- 3.1 The total reach on Carnoustie Country Facebook for the months of January and February was almost 282,000 people.
- 3.2 From 1 January – 28 February 2019, 54% of online visitors were from the UK and 27% from USA. The Carnoustie Country overseas target markets are Sweden (1.14% online visitors), Denmark (1.14% online visitors) and Germany (2.28% online visitors).

During this period, the top pages viewed by online visitors were stay and play packages (5%), the Classic tournament (4%) and golf passes (4%).

28% of online visitors to carnoustiecountry.com came via Facebook.

- 3.3 Carnoustie Country exhibited at the Danish Golf Show from 22-24 February with partners Golf Fife and DP&L Golf. 13,000 visitors attended the show. There was a high level of interest and a number of enquiries are being followed up. An enewsletter was sent out to the 162 email addresses which were collected on 19 March, with an open rate of 59.9%.
- 3.4 The Carnoustie Country industry group held a members meeting on 21 March. 13 of the 24 member businesses attended. Members were updated on progress for the last quarter of activity and through a discussion forum identified future business needs. The need for a workshop helping businesses with product development was identified. They also want more business networking and speaker events with learning opportunities.
- 3.5 Golf media outlet Golf Shake did a 35 minute podcast on Carnoustie Country on 26 March for their audience of 35,000 listeners. This is a follow up to their familiarisation trip in April 2018 and an opportunity to update what's new in the area since The Open, focussing on the breadth of experiences and a destination for all.
- 3.6 The golf tourism industry held their first Business Breakfast meeting at Royal Montrose Golf Club on 24 April. Guest speaker was Katy Mathieson from Visit Scotland who presented on opportunities around the Solheim Cup which takes place at Gleneagles in September, and is expected to attract 100,000 visitors. Katy encouraged businesses to engage with a new ladies golf campaign recently launched and aimed at attracting more lady golf visitors.

4. TOURISM

- 4.1 A steering group, with representatives from Angus Council, VisitScotland and business from across the tourism sector have been working together to review and update the Angus Tourism Framework 2019 - 2024 and 12 month Action Plan. The finalised plan will be launched at the end of April.
- 4.2 Angus Council has been awarded £7,955 by Angus LEADER towards a Tourism Trail Feasibility Study. The Tourism Resources Company has been appointed to undertake the study which will explore the potential installation of a physical tourism trail and the impact it could have on tourism in Angus. The study will also review the potential use of new technology and will research similar infrastructure projects elsewhere and the economic impact that they have had in their respective locations.
- 4.3 Angus Council is supporting the delivery of an Angus LEADER funded transnational cooperation project. The Flourishing Destinations project is a community-led tourism project which aims to increase knowledge and understanding of Angus tourism and to develop leadership capacity. The delivery partnership includes the Angus Tourism Cooperative, Murton Trust and Flourish 9, supported by Angus Council. The project activity includes the delivery of community workshops; pilot projects focusing on the themes of craft skills, food and drink and welcoming visitors; and learning exchanges to provide an opportunity for businesses and communities to learn from project partners in Romania and Belgium. The first study visit to Romania took place between 17 and 23 March. 9 businesses from across Angus participated, including representatives from the delivery partnership.
- 4.4 Following consultation with industry at the end of 2018, a draft Tay Cities Regional Tourism Strategy has been produced. The strategy aims to identify cross cutting opportunities that could offer significant development and growth for the tourism sector across the Tay City region. A strategy update was provided at the Tay Cities Regional Tourism Conference on 19 March.
- 4.5 The first Tay Cities Regional Tourism Conference took place on the 19 March at the Dundee Rep. The four local authorities – Angus, Dundee, Fife and Perth & Kinross, along with Scottish Enterprise and VisitScotland worked together to deliver the conference as part of Scottish Tourism Month. The event provided an insight into the new Tay Cities Regional Tourism Strategy, as well as the key themes of Design Tourism, Food Tourism and Adventure Tourism. The 200+ delegates also had the opportunity hear about a number of new tourism products and experiences across the region.

- 4.6 Angus Council exhibited at VisitScotland Expo on 10-11 April in Glasgow, in partnership with Dundee City Council, Fife Council and Perth & Kinross Council, as 'Scotland's Tay Country'. Expo is Scotland's premier business to business travel trade event and provides the ideal opportunity to showcase the region to potential buyers from across the world.
- 4.7 From 1 January – 28 February 2018, 74% 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 January and February the event section was the second most popular area on the website with 2,136 visitor sessions on the events landing page and subsequent page views for individual events.

The total reach on Visit Angus Facebook for the months of January and February was just over 450,000 people and there were almost 400 new likes on the page during this time.

1,763 referrals to the website came from Facebook in January and February. On 15 January, a post about the "Ice Age minibus tour" reached almost 6,000 people and the website saw a spike in visitor traffic to the event page with 97 page views. On 12 February, a post about the "Two Day Foodie Feast" itinerary reached over 8,000 people and the website saw a spike in visitor traffic to the event page with 145 page views.

60% 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, 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 883 people on 31 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 58% which is the average for this newsletter.

5. SKILLS

5.1 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. 6 courses have been ran as per the contract, and we are currently in the 10 week follow on period, working with one to one appointments and job search support.

Angus performance as at 25 March 2019:

	Target	Actual
Client starts	50	57
Jobs (55%)	27	25
Jobs Sustained (19%)	19	17

We are still working with the courses to increase the figures for the follow up period.

5.2 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. We have the following potential placements: Little Feet, Pitter Patter, Violi Carnoustie, Featherstone Blinds, and the Angus Cycle Hub (2).

Stage 4 – This contract is now completed for 2018/2019.

5.3 Modern Apprentices

We have succeeded in obtaining a new contract for 2019/2020 with 8 level 3 vacancies and 2 level 2 vacancies. 3 enquiries have been received already.

5.4 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.

Our funding for this has been confirmed for 2019/20, and is expected to be the same as the previous year. This year is a transitional period which SERI will have to be worked with Activity Agreements. We are waiting on paperwork to explain this in more detail, and will update the committee at a later date.

6. FUNDING

6.1 Angus Funding Facebook

For this period we had 657 followers, 48 posts, 876 engagements, and a reach of 4259. Our highest performing posts were:

- Time to Shine! APPLY for the Young Scot Nurturing Talent Fund for up to £1,000
- The Vegetarian Society National Vegetarian Week Grants
- Angus Funding Pop-Up surgery today! 10am-1pm at Voluntary Action Angus

6.2 Angus Funding Twitter

For this period we had 1,545 followers, 156 profile visits and 13K impressions. Our highest performing posts were:

- Postcode lottery Funding for Community Greenspace
- Angus Funding Pop-Up surgery today! 10am-1pm at Voluntary Action Angus

6.3 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 146 subscribers and an open rate of 43%, considerably higher than the industry average of 18.4%. Our case studies were:

- SCVO Scottish Charity Awards
- The Learning Tree, Arbroath

6.4 Crowdfund Angus Delivering Angus Council Community Grant Scheme (April 2018 – March 2019)

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
Forfar Ultras	Forfar & District	-	£115
TOTAL		£5,500	£21,296

Pop up funding-Forfar

A pop up funding surgery was held at Voluntary Action Angus, Forfar on 6 February. The two hour surgery was well attended with representatives from ten voluntary and not for profit organisations looking for funding help and advice.

Monifieth & Sidlaw Volunteer Event

Funding presentation delivered by the funding team on 21 February at the Monifieth & Sidlaw Communities Team Volunteer Event at Birkhill Millennium Hall. We had 20 community groups represented and the response was very positive.

North East Fisheries Local Action Group (NESFLAG)

The North East Scotland Fisheries Local Action Group (NESFLAG) has been responsible for the fisheries elements of the Angus, North Aberdeenshire and South Aberdeenshire Local Development Strategies. For the 2014-2020 programme Angus were awarded a total of £104,308.66 European Maritime Fisheries Fund monies which is now fully committed. Funding has been awarded to Arbroath Harbour £54,165.43, Angus Alive Signal Tower Museum £39,829.06 and a cold room at Arbroath Harbour £10,314.17

Regeneration Capital Grant Fund (RCGF)

Angus Council working in partnership with Montrose Playhouse has been recommended as one of the projects to receive Scottish Government Regeneration Capital grant funding for 2019/20.

This community focused project is a working partnership with Montrose Playhouse Project SCIO (a group of local volunteers) and Angus Council have been awarded £2,260,000 towards the transformation of the derelict former swimming pool in the Town Centre of Montrose into a community hub for arts and education benefitting north Angus and lower Aberdeenshire.

The Playhouse will include an adaptable three screen cinema, education and exhibition spaces, retail space and café bar.

6.5 Angus LEADER Programme (Hosted By Angus Council)

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

Three awards have been approved – Dronley Community Woodland £35,272.00; Outside the Box/Rural Wisdom £21,501; Lintrathen Cycle Hire £8,620.52

We have received requests totalling £355,311 for the remaining funds of £112,554, which will be finalised at the LAG meeting on 5 June 2019.

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 exceed by 90% the cooperation target of £137,509.

Angus LEADER hosted a two day meeting for the Scottish LEADER staff group on 13 and 14 March at Piperdam, including project case studies with Easthaven Alive and the Hub@Friockheim. The event's success was featured by the Scottish Rural Network newsletter.

Angus LEADER attended the Holyrood reception celebrating LEADER Past Present and Future Event on 27 February 2019. The Scottish Rural Network website featured three Angus case studies, highlighted at the event – Kirrie Connections, DD8 and Scottish Artisan Tea.

Both the above were 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.

An Angus delegation of ten successfully participated in the Romanian phase of our transnational community-led tourism project "Flourishing Destinations", establishing contact with the Romanian small enterprises and tourism agencies, and working there further with Belgian counterparts. This built further foundations for the Angus parts of the project, including the September 2019 visit which the Angus tourism project will host.

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