

ANGUS COUNCIL

POLICY AND RESOURCES COMMITTEE – 4 JUNE 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 30 April. This report covers the period from 30 March to 3 May 2019.

1. INVESTMENT – PROPERTY AND LAND

- 1.1 The occupancy level for March 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 the Harbour Visitor Centre, Arbroath.
- 1.2 We have progressed discussions with 3 clients regarding commercial properties and have issued heads of terms for their consideration.
- 1.3 In March 2019 we received 26 enquiries, an increase of 23% on the previous month. Of these, 50% were looking for workshop/industrial units, 2% looking for office accommodation, 38% were land enquiries and 1% were looking for retail accommodation.
- 1.4 Land sales to Hydrus at Brechin Business Park and Euro garages at Orchardbank in Forfar have completed.

2. BUSINESS SUPPORT

2.1 Business Angus

From April 2018 to March 2019 the Business Angus website received a total of 35,725 visits, which put us ahead of our target of 20,000 visits by end of March 2019. The top five webpages viewed in March were the home page, Land & Property, Team page, “Back her business” news article and “Brexit support grant” news article.

Business Angus Twitter has 2,109 followers and reached 37,700 people in March. Our communications through Business Angus Twitter has been seen by over 670,200 people from April 2018 to March 2019.

2.2 Business Gateway

The table below shows the Business Gateway delivery statistics by local authority area between April 2018 and March 2019. Start-up delivery, start up workshop delivery, the Growth Advisory Service (GAS) and Growth Pipeline (GP) delivery targets have all been exceeded, as has the existing business workshop delivery target. The Digital Boost workshops and Early Stage Growth delivery targets have both been met.

Please note that Angus clients also attend events and meetings in Dundee as it can be more convenient. This accounts for approximately 20% of clients and will factor into the Dundee statistics and is not shown in the Angus figures

	Angus	Dundee	Perth & Kinross	Total	Annual target
Business Start Ups ◇	172	318	252	698	742
Early Stage Growth *	21	50	29	97	100
Start Up Workshops	29	46	43	108	118
Existing Business Workshops	8	11	12	27	31
GAS / GP Referrals #	13 / 3	37 / 8	26 / 8	94	95
Digital Boost Events	8	12	10	27	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 (ESG) 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.

3. GOLF SECTOR

3.1 Thirteen member businesses of the golf industry group attended the 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. Businesses also found out about how they could participate in a new ladies golf campaign recently launched and aimed at attracting more lady golf visitors to the area.

3.2 Six members of the Golf Carnoustie Country Industry Leadership Group participated in a Collective Leadership workshop on 25th February. The aim is to help them to become more effective tourism and business leaders which will help support their delivery of the industry business plan aimed at growing golf tourism from £20m in 2016 to £30m by 2022.

3.3 The annual Carnoustie Country Classic golf tournament took place from 28 April to 2 May. 100 people, including 6 non golfers, visited from all over the world and playing 4 courses – Panmure, Montrose, Monifieth and Carnoustie. The week included a number of social events including a drinks tasting which showcased local spirits - Ogilvy, Glencadam and Gin Bothy. Half of the visitors were from overseas, mainly Denmark, Germany and the US.

3.4 The total reach on Carnoustie Country Facebook for the month of March was over 156,000 people.

From 1 to 31 March 2019, 61% of online visitors were from the UK and 18% from USA. The Carnoustie Country overseas target markets are Sweden (1.71% online visitors) and Germany (1.88% online visitors).

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

4. TOURISM

4.1 From 1 – 31 March 2019, 87% 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 March the event

section was the second most popular area on the website with 1,412 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 March was just over 187,000 people and there were almost 100 new likes on the page during this time.

1,740 referrals to the website came from Facebook in March. There was a high level of traffic going to the Taste of Angus Festival landing page in March, with 1,336 visits to this page. Additionally, 517 visits were made to the enewsletter sign up page as a result of a campaign on Facebook to encourage people to sign up to the enewsletter.

A Visit Angus consumer enewsletter was sent to 883 people on 28 February 2019 which included information about the Taste of Angus Festival, wildlife in Angus, events and things to see and do. The open rate for this was 54% which is the average for this enewsletter and well above the industry average open rate.

- 4.2 The Taste of Angus Festival took place from 23 to 31 March. 11 businesses took part in the festival which included a total of 15 events over the week. An evaluation of the festival will be completed to include visitor numbers.
- 4.3 The first Tay Cities Regional Tourism Conference took place at Dundee Rep on 19 March. The event was delivered in partnership by Angus, Dundee, Fife and Perth & Kinross councils, along with Scottish Enterprise and Visit Scotland. The 250 delegates heard about the first Tay Cities Regional Tourism Strategy, which is being developed following consultation with industry, and enjoyed presentations from industry experts on the key themes of Design Tourism, Food Tourism and Adventure Tourism.
- 4.4 Angus Council, along with Dundee, Fife and Perth & Kinross councils exhibited in partnership as 'Scotland's Tay Country' at Visit Scotland Expo on 10 and 11 April in Glasgow. Expo is Scotland's premier business to business travel trade event. With over 60 scheduled one-to-one appointments, the exhibition was an ideal opportunity to showcase the region to potential buyers from across the world. Visit Scotland also organised a number of familiarisation visits to the region, including one to Angus on 7 April.
- 4.5 The revised Angus Tourism Framework, 2019 – 2024, was launched at Hospitalfield House on 24 April. The framework has been developed by a steering group made up of industry representatives, as well as Angus Council and Visit Scotland. The audience of 50 people, heard about the key themes of Industry Leadership and Collaboration; Pride of Place; Data and Insights; Product and Experience Development; and Marketing. Working groups will be formed to deliver the activity identified within the framework and associated action plan.

5. SKILLS

5.1 EmployabiliTAY

Angus Council, in partnership with Dundee and Perth & Kinross Councils, have completed a collaborative contract to deliver training. This was completed on 31 March 2019. We are still working with the clients from the last course and hope to improve our figures for job outcomes, and also for sustained job outcomes from the previous courses.

Angus performance as at: 3 May 2019.

	Target	Actual
Client starts	50	57
Jobs (55%)	27	26
Jobs Sustained (19%)	19	17

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.

The Contracts for 2019/2020 have been announced.

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 – the new contract is for 20 places all for ages 18+ years. We are already co-ordinating with all partners for clients to fill these places.

5.3 Modern Apprentices

The Skills Team are continuing to do well in the delivery of Modern Apprenticeships and have received a contract for 2019/2020 with 8 Level 3 vacancies and 2 Level 2 vacancies. There are already 6 enquiries waiting to get started.

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 the funding allocation is expected to be the same as the previous year. This year is a transitional period during which SERI will have to be worked through Activity Agreements. We are waiting on more detail, and will update the committee on progress at a later date.

6. FUNDING

6.1 Angus Funding Facebook

For this period we had 673 followers, 37 posts, 302 engagements, and a reach of 1658, a decrease on previous period. Our highest performing posts were:

- Wesleyan Foundation Grants - deadline is the end of the month!
- National Lottery Grants For Heritage
- The Allen Lane Foundation Funding

6.2 Angus Funding Twitter

For this period we had 60 Tweets, 1,553 followers, 378 profile visits and 47.2K impressions, an increase on previous period. Our highest performing posts were:

- Angus Community Councils have embraced crowdfunding to raise funds for project that are close to their hearts.
- Building Futures - Persimmon Homes has joined forces with Team GB

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 a total of 152 subscribers and an open rate of 58.2%, an increase on previous period and considerably higher than the industry average of 18.4%. Our case studies were:

- Celebrate Community Councils!
- Brechin Buccaneers officially open the refurbished Crickety
- Montrose Playhouse awarded £2,260,000 from Regeneration Capital Grant 2019/2020 Fund
- Crowdfunding Success! Westmuir Defibrillator Group

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
Westmuir Defibrillator Group	Kirriemuir & Dean	£300	£750
TOTAL		£5,800	£22,046

Throughout 2019/2020 Crowdfund Angus will transition to the Crowdfund Scotland Platform, becoming fully integrated by February 2020. During this period we will support Angus campaigns to access external funding to support through Crowdfunder Matchmakers and other sources.

6.5 Angus LEADER Programme (Hosted By Angus Council)

Two awards have been approved since the last report – Our Rivers – a transnational project with Finland £54,365; DD8 Music £7,000.

We have a remaining budget of £58,153 against current requests totalling £137,446 currently in development which will be finalised at the LAG meeting on 5 June 2019. It is likely that all remaining funds will be committed at that time.

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 in their newsletter and online.

An Angus delegation visited Smaland, Sweden as part of the transnational youth cooperation project for their first development. Arrangements are now being made for a party of 15 young people from Angus, Fife and Perth and Kinross to be in Sweden in June this year. LAG members from the three areas also attended to plan future cooperation and action with Swedish counterparts.

Both the above were great opportunities for Angus LEADER to promote all the 37 projects approved to date, a total £1,855,817 and to discuss rural development programmes post BREXIT.

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