

ANGUS COUNCIL

POLICY AND RESOURCES COMMITTEE – 20 JUNE 2017

OVERVIEW OF 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 14 March. This report covers the period 11 February 2017 to 19 May 2017.

1. INVESTMENT – PROPERTY AND LAND

1.1 Property and Land

1.2 The occupancy rate for the commercial property portfolio is 85.85%, a decrease from the last report. This is due to Angus Alive vacating their storage at Arbroath Business Centre and Howdens moving to alternative property in Montrose.

1.3 Two new tenants have taken occupancy of units at Brechin Business Centre and another lease is awaiting completion. Angus 3D Solutions are now tenants of units 1 & 4 at Brechin Business Centre. They are an innovative new company specialising in 3D Printing. Mairi Evans MSP has also established her constituency office in the Centre.

1.4 Tenants of our property portfolio are benefitting from a pilot project being conducted by Resource Efficient Scotland (RES) (a programme delivered by the Scottish Government) at no cost to the Council. In selected areas with a high proportion of SMEs (small and medium sized enterprises) RES work with businesses and their landlord to conduct a free review and audit of their building and their work practices to identify resource efficiency savings covering energy, water and waste. Participating businesses are eligible to access additional grants and an interest free loan to fund any implementation measures.

1.5 Tenant Forum meetings have been established to facilitate a mutually beneficial exchange of information and ideas with and among our Business Centre tenants. Recently we met with Montrose Business Centre tenants who are happy with their units and highlighted the benefits of the location of the Centre.

1.6 This year's Tenant Satisfaction Survey is designed to engage directly with tenants in relation to their business growth aspirations, their accommodation and encourage the strengthening of the tenant/landlord relationship to help reduce potential issues. We will also highlight the revised business rates implications where appropriate. The survey commenced in May.

1.7 New site signage is in place highlighting the development opportunities on our land at Brechin Business Park and Brent Avenue, Montrose.

1.8 There has been an upturn in the number and quality of development enquiries at Orchardbank, Forfar. Officers are continuing to work closely with Muirs (our Joint Venture partners), and the new team at agents Ryden, to bring firm proposals forward.

2. FUNDING AND ADVICE FOR BUSINESSES

2.1 Angus Business Grant budget for 2016/17 of £34,000 was fully spent, with a total of 7 Inclusion, 9 Innovation, 7 Internationalisation and 20 Investment grants awarded.

2.2 The following applications were approved through the grant schemes available to businesses in Angus in 2016/17:

2.3 INVESTMENT Grant

Business	Grant awarded
Logiealmond Ltd, Piperdam	£1,000
Strachan Care Services, Carnoustie	£1,000
KC Locksmith Services Ltd, Birkhill Angus	£1,000
Victoria Mortgage & Protection Services, Arbroath	£1,000
Jo Gifford Artist, Kirriemuir	£1,000

Table below with 3 columns first column budget available 2016/17 second column committed third column budget remaining:

Budget Available	Committed	Remaining
£13,000	£13,000	£0

2.4 INNOVATION Fund

Business	Grant awarded
Logiealmond Ltd, Piperdam	£1,000
Newton Farm, Inverarity	£1,000
Dundee & Angus Visitor Accommodation Association, Angus wide	£500
Blue Monkey Events, Carnoustie	£1,000

Table below with 3 columns first column budget available 2016/17 second column committed third column budget remaining:

Budget Available	Committed	Remaining
£5,000	£5,000	£0

2.5 BUSINESS GATEWAY DELIVERY CONTRACT STATISTICS, APRIL 2016 - MARCH 2017

	Angus	Dundee	Perth	Total
Business Start Ups	249	252	238	739
Growth Start Ups ¹	51	59	64	174
Growth Start Up actions plans completed ²	40	27	33	100
Start Up Workshops held	34	51	47	132
Existing Business Workshops held	6	14	11	31
Growth Advisory Service ³	15	24	37	76
Growth Pipeline Referrals ⁴	3	8	8	19
Account Management Referrals ⁵	0	1	0	1

- 1 Potential higher value business start ups with an agreed action plan for growth.
 - 2 Higher value business start ups who have completed action plans and achieved VAT / PAYE status.
- For existing businesses who wish to commit to developing a growth strategy, there are three levels of support available.
- 3 The Growth Advisory Service provides dedicated adviser support for businesses projecting growth of around £200,000 in 3 years.
 - 4 The Growth Pipeline provides a dedicated adviser and access to Scottish Enterprise services and support for businesses in priority sectors projecting growth of at least £400,000 in 3 years.
 - 5 Account Management refers to Scottish Enterprise managed business support for businesses projecting growth of above £400,000 in 3 years.
- The Growth Pipeline and Account Management are services provided by Scottish Enterprise and the figures in the tables relate to referrals made rather than services accessed.

2.6 ECONOMIC DEVELOPMENT AND BUSINESS GATEWAY PARTNERSHIP WORKING

The figures above represent the final position at the end of the contract year. The three local authorities contracted Elevator to deliver the Business Gateway service which aims to promote and deliver a range of services to support businesses across the Tayside region. The figures above represent the final position at the end of the contract year 2016/17 and show that the contract targets had been met in full, and in some instances, exceeded.

Angus performed particularly well in areas relating to the number of Business Start Ups over the year with 249 new businesses registered and receiving support. This demonstrated that Angus continued to have a strong entrepreneurial spirit, where individuals were keen to become self employed or employing staff. It identified that referrals from Economic Development to Business Gateway was effective in capturing and signposting individuals who would benefit from Business Gateway Start Up services.

Angus has also performed strongly where companies at above VAT threshold were expecting growth and had subsequently completed an Action Plan with their Adviser in order to facilitate and support their growth plans.

There continued to be a strong and ongoing relationship between the Economic Development team at Angus Council and Business Gateway staff. This resulted in improved communications and joint working in order to promote services to businesses in Angus via a number of channels. For example, Tweets to promote workshops contributed to a total of 244 individuals attending workshops in Angus. (This figures does not include attendees for the national Digital Boost programme which are reported separately and on a Scotland wide basis) A number of Dundee workshops are also attended by Angus businesses and this makes up around 20% of Dundee attendee numbers.

- 2.7 Angus also continues to perform well in business sustainability. The Office of National Statistics business demography statistics show Angus rates of business survival are consistently above the Scottish average.

Survival of newly born enterprises in 2010 and their survival rates

	Births	1-year survival	1-year per cent	3-year survival	3-year per cent	5-year survival	5-year per cent
Angus	275	240	87.3	170	61.8	125	45.5
Scotland	15,530	13,285	85.5	8,865	57.1	6,435	41.4

3. FOOD AND DRINK SECTOR

- 3.1 We have had one-to-one meetings with 11 local businesses to give business advice and support in the areas of grant funding, property/premises, skills development and collaborative opportunities. As a result one business has been referred to Business Gateway for help with exporting, and a number of others have been given the opportunity to apply for new funding streams. An opportunity has also arisen for young businesses to use a production kitchen at Brechin High School as 'incubator' space part-time. This is free of charge on the condition that the business does something to engage the pupils with food.
- 3.2 The Taste of Angus Festival was held on the 19-26 March. 12 businesses organised food-related events throughout the week including 'meet the brewer', a distillery tour and a talk on butchery, along with special menus. The week ended with the Food Life hosting an event at Strathmore Hall in Forfar which included food trucks, market stalls, meet the animals and children's entertainment. Approximately 5,000 people attended this free event. The Festival attracted national media coverage.
- 3.3 We have appointed our first two 'Angus Food Ambassadors' to promote local food. These are Adam Newth of Tayberry and Kinettles Castle, and Martyn Moore of Hamish's Hogs and M&Gs On The Road. Martyn has included the Taste of Angus logo on his new uniforms. He took part in the Scottish Street Food awards on 13th May and used Taste of Angus branding at the event.
- 3.4 We continue to work with the Dundee & Angus Convention Bureau to ensure that business visitors to the area get the chance to experience Angus food. Hamish's Hogs have been awarded a catering contract for the World Union of Karate Federations Championship which is taking place in Dundee in June 2018 (approx. 4,000 people). Three major social events have been hosted in Angus in the past 12 months with a direct economic impact of over £11,000.

4. GOLF SECTOR

- 4.1 Carnoustie Country exhibited at the Danish Golf Show from 24-25 February as one of 12 international partners on the Danish Tour Operator, Green 2 Green stand. 20,000 visitors attended the 3 day show. Green 2 Green visited Carnoustie Country on a familiarisation trip from 21-24 April and have chartered 8 flights to bring 400 Danish golfers to the Carnoustie Country area over a 6 week period in September/October 2017. The business will be shared amongst several local hotels and golf courses and itineraries will include tastings of local spirits.
- 4.2 Carnoustie Country was one of 7 partners on the Scotland Home of Golf stand at the Helsinki Golf Show from 17 to 19 March. The purpose is to raise destination awareness amongst consumers and to develop relationships with Finnish media and tour operators. The Show was attended by 40,000 visitors and 250 email addresses were captured for the database.
- 4.3 Carnoustie Country exhibited at the Scottish Golf Show at the SECC in Glasgow from 24-26 March. The show was attended by 16,000 visitors and 500 email addresses were captured for the database. A number of businesses supported on the stand.
- 4.4 Carnoustie Country exhibited at the Visit Scotland EXPO trade exhibition from 26-27 April. Carnoustie Country Industry Group member, DP&L Golf, partnered on stand and we met with 25 international tour operators. 6 tour operators also visited Carnoustie Country on a 2 day familiarisation trip post event.
- 4.5 A total of 83 people (74 golfers) visited Carnoustie Country between the 7th and 11th May for the Carnoustie Country Classic golf tournament. Seven countries were represented in the tournament – Scotland, England, Germany, Sweden, Denmark, Iceland and USA.

- 4.6 The Scottish finals of the Campbell Lamont Golf Leagues took place at Carnoustie on 2 May and included golf, dinner and an overnight stay for 20 participants. They have rebooked for 2018. This is an outcome of Scottish Golf Tourism Week in 2016 which was supported by Carnoustie Country.
- 4.7 Carnoustie Country supported a Dundee & Angus Visitor Accommodation Association (DAVAA), business engagement event at Forbes of Kingennie on 11 May. 28 DAVAA members came to find out about the Carnoustie Country destination campaign and how to benefit from golf tourism in the run up to The Open 2018.

5. TOURISM

- 5.1 Following a tourism industry meeting attended by 34 businesses in November 2016, there was an interest in forming an Angus tourism leadership group. On 22 February 2017, Angus Council met with Scottish Enterprise, Visit Scotland and 14 tourism businesses and organisations to discuss the formation of this group. It was agreed that a small number of businesses would work with Angus Council and Scottish Enterprise to set up the organisation and a further meeting took place at Glamis Castle on 23 March. A consortium co-operative model is being considered.
- 5.2 Angus Council is working with the V&A Museum of Design Dundee, Dundee City Council, Fife Council and Perth & Kinross Council to promote the East of Scotland as a destination. East of Scotland was represented at Explore GB in Brighton on 2 and 3 March; a travel trade event attracting over 300 international buyers. 50 meetings took place. 12 Tour Operators took part in an East of Scotland familiarisation trip, organised by Scotrail's Travel Trade Department on 6 and 7 March. The region was also represented at TravMedia, an international media event, on 13 March in London, where 30 appointments took place. This event has already resulted in a journalist visit to the region in April. The outcome from this visit will be three articles about Fife, Dundee and Angus over next six months.
- 5.3 Over 100 delegates attended this year's Dundee & Angus Tourism Conference, which took place on 21 March at the Carnoustie Golf Hotel. The event was organised in partnership by Angus Council, Dundee City Council, Dundee & Angus Chamber of Commerce and Visit Scotland. The event featured a programme of industry speakers and workshops, and explored the theme of connectivity.
- 5.4 Angus Council exhibited at Visit Scotland expo, Scotland's premier business to business travel trade event, in Glasgow on 26 and 27 April. The Visit Angus stand was located alongside neighbouring areas, Dundee, Perthshire and Fife. In addition, there was a dedicated East of Scotland stand to reinforce the regional message. Visit Angus met with over 40 international buyers during the event and each stand partner had their own opportunity to hold one-to-one appointments with buyers from all over the world. The Visit Angus stand partners included Carnoustie Country, who attended the event to promote golf in the area; Glamis Castle; Hospitalfield; The Glenesk Hotel and The Links and Park Hotels.
- 5.5 The Scottish Enterprise programme, Digital Tourism Scotland (DTS), delivers a range of services to help tourism business make the most of new digital opportunities. They run a range of events to help tourism businesses get the most out of digital technology. The following workshops have taken place in Angus.
- **Digital Technologies Update for Tourism** took place on 13 March at Dundee & Angus College, Arbroath and was attended by 14 individuals.
 - **Listening to your Visitors and Managing Feedback** took place on 30 March at Forbes of Kingennie and was attended by 8 individuals.
 - **A Practical Beginners Guide to Social Media Platforms for Tourism** took place on 24 April at The Links Hotel, Montrose and was attended by 14 individuals.

A further workshop; **Search Engine Optimisation (SEO) for Tourism** was due to take place on 4 May, at Angus and Dundee College, Arbroath, but had to be cancelled due to lack of interest.

- 5.6 The 2016 STEAM Tourism Economic Impact research for Angus indicates an increase in the volume and value of tourism to Angus. The research estimates that there were 1.03 million tourism visits to Angus in 2016, an increase of 8.1% against 2015. 40% of visitors (0.41 million) stayed in the area for one or more nights and 60% (0.62 million) were day visitors. Visitors spent an estimated 2.45 million days in the area as part of a tourism day trip, holiday or short break and tourism visits generated a total economic impact of £226.71 million through visitor and tourism business expenditure. Tourism supports 3,935 full time equivalent jobs.
- 5.7 Between 11 February and 18 April 2017, the Visit Angus website saw an increase in traffic of 17.19% compared to the same period in 2016. Signal Tower Webcam was most popular viewed page on the site with visitors spending, on average, 4 minutes 49 seconds on the page. Visit Scotland and Scotland Information Guide were the two highest referral sites, generating 33.19% of traffic to the website. Facebook generated 10.19% referrals with 48.53% of those looking at the Taste of Angus Festival information page.
- 5.8 Newton Farm Holidays was the #SpotlightOn business in February. The campaign successfully reached over 34,814 people on Facebook and 7,779 impressions on Twitter organically. Newton Farm Holidays provided two competition prizes, two special offers, images and content during the campaign. Newton Farm Holidays actively took part in the campaign and saw a significant increase in Facebook 'likes'. This was the first marketing this business had undertaken for their new farm tour product.
- 5.9 Murton Trust was the #SpotlightOn business for March and the campaign reached 48,901 people on Facebook and 3,880 impressions on Twitter organically. Murton Trust offered a competition prize, event information, facts and throwback information as well as images for us to use throughout the month. The competition was one of the most successful competitions we have run as part of #SpotlightOn, generating a reach of 35,111. Murton Trust found it difficult to track conversions but recognised that this campaign raised awareness of the business and were satisfied with the comments and shares generated by the competition.

6. BUSINESS ANGUS

- 6.1 The Angus Business Breakfast – How to Make the Most from Tourism Events held on 8 March at Kirriemuir Golf Club attracted 47 delegates. This event was an opportunity to learn more about making the most of both international and local events in the area.

Four short workshops with discussions, questions, and inspiring stories from successful local businesses included: -

- Torquil Macleod from Event Scotland discussing how to get ready for the Open 2018 and make the most of the opportunities that this international event coming to Carnoustie generates.
- Craig Simpson from Jigsaw Media explaining how businesses can benefit from using digital media.
- Debbie MacCallum from Tourism St Andrews, who worked on the Promotions Group for the Open when it came to St Andrews, discussing a number of initiatives they used to make the most of the opportunities that the international event had.
- Martyn Moore from Hamish's Hogs discussing how his business gets the most out of events. He is a member of the Food Life Group, a network of businesses that come together to deliver street food pop-ups across Scotland.

6.2 Between 1 February and 30 April 2017, the Business Angus website saw an increase in traffic of 15.56% compared to the same period in 2016. The Funding page was most popular viewed page on the site with visitors spending, on average, 2 minutes 32 seconds on the page.

6.3 Business Angus Twitter has 1,441 followers. From February to April 2017 there were 237 posts, which were seen by 195,900 people and this activity attracted 106 new followers.

7. SKILLS

7.1 New contracts from Skills Development Scotland confirmed the following targets for 2017/18 effective 1/04/17:

PROGRAMME	STARTS	TARGET
Modern Apprentices	1	20
Employability Stage 4	-	10
Mainstream Clients	29	400
Scottish Recruitment Incentive	2	14

7.2 Modern Apprenticeships

Once again the Skills Team were successfully awarded another Modern Apprenticeship contract to deliver to Angus business and departments of Angus Council. The Skills team were awarded 15 Level 2 Business Administration places and 5 Level 3 Business Administration places. There are a number of interviews already taking place with 1 positive start with local architects office in Glamis.

7.3 Employability Fund

This contract year the Skills Team were awarded 10 Employability Fund Stage 4 places – this Fund is aimed at an older age group 18 + with the main emphasis on assisting the individual with funding assistance toward a qualification and Job Search into employment

7.4 Mainstream Clients

The Skills team have set up surgeries within all the local Job Centres making the team more accessible to individuals who are looking for assistance in gaining a qualification, making them more attract to an employer or to sustain employment during their initial start with an employer until they receive their first salary.

7.5 Scottish Employment Recruitment Incentive

Skills Development Scotland awarded 14 Scottish Employer Recruitment places. This funding is to assist local businesses recruit young people aged between 16-27 years who have been faced with some form of barrier to employment. Local authorities are delivering this programme on behalf of Skills Development Scotland.

7.6 World Host

The Skills Team continue to deliver this People's 1st Customer Service 1 day programme to a variety of groups with a recent enquiry from Castle Huntley for delivery to prisoners who are nearing their release day.

7.7 **Developing Young Workforce**

The pilot delivering work experience to current 4th, 5th, and 6th year secondary pupils was completed at the end of March 2017. As well as gaining valuable work experience through attending 1 day a week within a variety of departments of Angus Council the pupils were also given the opportunity of working toward an employability unit: Personal Development Self and Work. 35 pupils gained this qualification from an initial group of 45.

8. **FUNDING**

8.1 **Crowdfund Angus**

Crowdfund Angus is now delivering the Angus Council Community Grant Scheme as a match fund in order to add value to the Council resources. Since the launch on 1st April there have been 8 expressions of interest for the match fund and 2 successful campaigns – Easthaven defibrillator and WWI Airedale Monument. In total £7,959 was raised utilising £2,500 from the grant scheme.

8.2 **Angus LEADER Programme (Hosted By Angus Council)**

8.3 LEADER funding continues to attract interest from business and community applicants and LEADER staff continue to develop applications with likely applicants throughout rural Angus. Since the last report, there are 13 new expressions of interest being developed, and a number of basic enquiries. Two awards were made at the March meeting, with Caledonian Railway receiving £31,800 towards improvements at their Bridge of Dun site, and £20,754 being awarded to Greenhillock Glamping near Forfar for business development. A further two fast track awards have been made since then - £8,990 to The Food Life for a temporary development post, and also an allocation for development of cooperation projects involving other LEADER programmes elsewhere in Scotland, UK and the EU, with a £5,000 fund being awarded to be held and managed by Angus Council

8.4 Angus LEADER was pleased to be the first LAG in Scotland to make an award for cooperation project with our partner LAGs in Fife and Perth & Kinross. The project supports a group of nine tea growers across all three areas.

8.5 Following staff training the teams' promotion of the programme through social media has now been improved.

8.6 Angus LEADER's involvement in the Borjormi project in Georgia is now being followed by contacts with other international projects including a request from Estonia to host a study visit to Angus and other parts of Scotland. A minimum of £275,000 of the LEADER budget must be spent on cooperation projects with other LAGs including from other countries. Two staff also attended 'Rural Business – The Future is Now' in Brussels and established new contacts with digital and enterprise projects in other countries which will be used to better deliver our own programme.

8.7 Engagement with the national LEADER programme now includes the Angus LEADER coordinator sitting on the national communications working group, and contributing to the future development of LEADER post BREXIT.

9. SUCCESS AND ACHIEVEMENTS

- 9.1 Crowdfund Angus received a bronze award at the IESE awards. The Improvement & Efficiency Social Enterprise works with public sector organisations to help them answer the biggest challenge facing Britain's public sector, through local contacts they had expressed an interest in Crowdfund Angus and asked representatives to present at their innovation lab in London on 4th April as well as attend the awards ceremony.

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