AGENDA ITEM NO 7

ANGUS COUNCIL

INFRASTRUCTURE SERVICES COMMITTEE – 23 AUGUST 2011

ANGUS CENTRE FOR ENTERPRISE – PROPOSED COLLABORATION WITH ANGUS COLLEGE

REPORT BY DIRECTOR OF INFRASTRUCTURE SERVICES

ABSTRACT:
The purpose of this Report is to inform the Committee of the development of the Angus Centre for Enterprise at Angus College in Arbroath. Angus College aims to complement existing business support in Angus and to stimulate entrepreneurial spirit locally in collaboration with the council and other partners.

1. RECOMMENDATIONS

It is recommended that the Committee:

(i) note the proposed establishment of the Angus Centre for Enterprise by Angus College in conjunction with a number of key partners;

(ii) note that Angus Council will have an active role in supporting the business development of the centre and that a representative of the Head of Economic Development and Environmental & Consumer Protection will participate on the project’s Steering Group; and

(iii) agree to provide operational funding for joint events and initiatives based at the centre of up to £5,000 per annum over the next two years to be met from existing operational revenue budgets.

2. INTRODUCTION

2.1 Proposals have been drawn up by Angus College to establish a physical Centre for Entrepreneurship and Social Enterprise that will form part of the College’s existing Conference Centre located on the Arbroath campus.

2.2 The Centre is planned to open on the 23 September 2011, with Chris Van der Kuyl (Chief Executive Officer – Brightsolid Ltd) attending as keynote speaker at the launch. The College plans to operate the Centre as a hub to support the generation of new business start-ups across Angus and will be targeted at specific groups. Viewing its development as a partnership project, Angus College has approached a range of organisations to deliver against its broad aims. The partners that have expressed an interest to date include; Angus Council and its contractor for delivery of the Business Gateway (Enterprise North East Trust), PRIME, PSYBT, Dundee Business School, Scottish Enterprise, Skills Development Scotland, Angus Association of Voluntary Organisations and Claverhouse.

2.3 The concept of the Centre is based on the understanding that those looking to develop a business can utilise learning opportunities run at the college; access business support (offered by those agencies listed above); have full access to IT facilities; have access to an informal learning zone; and a designated coffee bar area, for informal networking and support.

2.4 The purpose of this report is to inform elected members of the proposals by Angus College and the intention to work in partnership with the proposed Angus Centre for Enterprise.

3. CENTRE BENEFICIARIES

3.1 The centre will be open to all clients and the general community wishing to consider self employment as a route to employment. However, the centre will target key groups as follows:
3.2 **Existing Students (including senior school pupils)** - Angus College currently has 1650 full time students in any given year and like students in other colleges and universities they are finding it increasingly difficult to gain employment upon completion of their chosen qualification. This Centre will provide these students with an additional programme of study and support that will run parallel to any other qualification being undertaken. This will in turn, provide those students with an entrepreneurial spirit, a clear platform on which to launch their chosen business on completion of their studies. In addition to this, there will be a series of masterclasses given by successful local entrepreneurs offered to all students to raise their awareness of the possibilities of self employment when leaving college.

3.5 **Women into Business** - It is accepted that the rate of women starting up in business is very low compared to that of men. A specific programme of supported activity will be designed and delivered which will ensure that this gender segregation and imbalance is addressed and that woman are more strongly represented in business across Angus, particularly at managerial level.

3.6 **Existing Businesses (including Social Enterprise)** - The Centre will be ideally placed to deliver specific training to existing businesses with a view to ensuring the sustainability of the existing SME’s within the area. The Centre will also provide a one-stop shop for any business wishing to diversify or expand, by providing access to a range of experienced business mentors and specialists who can support these SME’s through a period of change. In addition, the college will cater for those individuals with managerial experience and those already established in both Social Enterprises and co-operatives with the opportunity to gain relevant management qualifications.

4. **THE CLIENT JOURNEY**

4.1 In order for each client to successfully achieve their ambition the services that will be available for the client journey are illustrated below. This journey recognises each of the key phases that an individual will go through when advancing their business idea and the types of support that they will need to help achieve their own business goals. Not all of those that embark on phase 1 will necessarily progress onto the next phase in the journey. However, participation will help develop motivational and confidence levels that will make the individual more employable in the local labour market.

**The Client Journey**

- Motivational Phase
  - Short workshops
  - Motivational sessions
  - Enterprise challenges
  - Bitesized learning
  - Masterclasses
  - PDA inspiring enterprise

- Development Phase
  - Business planning
  - Funding support
  - Marketing
  - Accounting
  - HR
  - Mentoring
  - Masterclasses
  - Business networking

- Launch Phase
  - Ongoing learning
  - Masterclasses
  - Business networking

4.4 In order to complete the ‘client journey’ and the different types of support listed above the college has, via consultation with local partners, developed a matrix of support, outlining business support/development courses available. These include:-
Programme of business support/development courses:

<table>
<thead>
<tr>
<th></th>
<th>Students/ Senior School pupils</th>
<th>General Community</th>
<th>Women into Business</th>
<th>Existing Business</th>
<th>Third Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young Enterprise Clubs</td>
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<td></td>
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<td></td>
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</tr>
<tr>
<td>Five to Niner's Club</td>
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<tr>
<td>PDA in Enterprise</td>
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<tr>
<td>Social Enterprise Workshop</td>
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<td>X</td>
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<tr>
<td>PSYBT Workshops</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>Business Masterclasses (subject specific)</td>
<td></td>
<td>X</td>
<td>X</td>
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<td>X</td>
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<tr>
<td>Motivational / Entrepreneurial Masterclasses</td>
<td></td>
<td>X</td>
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<tr>
<td>Existing Business Support/Expansion / Mentoring</td>
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<tr>
<td>Short courses</td>
<td>X</td>
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<td>Bitsized / Taster courses</td>
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<td>X</td>
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<tr>
<td>Metropolitan programmes</td>
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</table>

NB. This list will evolve as the Centre develops in order to fully meet the needs of the client that it aims to serve.

5. THE ROLE OF ANGUS COUNCIL AND THE BUSINESS GATEWAY

5.1 Business support facilities within Angus are available from a range of organisations and this new centre will offer the area a new hub to encourage and promote the take up of whatever enterprise support is available.

5.2 All partners that have expressed an interest in participating in the enterprise centre, will have access to meeting room facilities within the centre to meet with clients on a one-to-one basis and to run events and business support meetings.

5.3 In order to develop this facility there is also a need for a Business research facility for people interested in self employment. This will include a dedicated section for Business Opportunities Profiles, Director Briefings (factsheet information for industry), NOMIS materials, business reference publications etc.

5.4 The role of Angus Council will be to fully utilise the centre through the work the council’s Business Gateway contractor and to host a number of their business support events at the centre throughout its first year of operating. It will also support the development of the dedicated business research facility updated and maintained by the college. It is proposed that a representative of the Head of Economic Development and Environmental & Consumer Protection will also participate on the Enterprise Management Steering Group.

5.5 It is important to note that Angus College have not sought core funding for this project. However, from an operational viewpoint there are beneficial synergies from working in partnership by using the facility for operational purposes and by staging promotional events etc as outlined in this report.
6. HOW IT WILL BE MANAGED AND MEASURING SUCCESS

6.1 Angus College is managed by a board of Governors. Within this board there is representation from the local business community. Keen to see the Enterprise Centre progress, members from the College Board and partners involved with the project delivery (including Angus Council), will each be given the opportunity to join the Enterprise Management Steering Group.

6.2 Key performance indicators and benchmarks for success will be established as part of this Steering Groups remit, alongside the ongoing business model for the centre.

7. RISKS

7.1 This report does not require any specific risk issues to be addressed.

8. FINANCIAL IMPLICATIONS

8.1 It is proposed that the council’s Economic Development unit will co-fund specific events and initiatives based at the Angus Enterprise centre. The cost will be up to £5,000 per annum for the next two years.

8.2 This support will allow the Economic Development unit to host 3 business support events per annum; have unlimited access to meeting room facilities and to see the development of a business research resource being based at the college.

8.3 This amount can be met from operational budgets already contained within the Economic Development Revenue budget in 2011/12 and funding for 2012/13 will be prioritised from within the resources available to the division in that year.

9. HUMAN RIGHTS IMPLICATIONS

9.1 There are no Human Rights implications arising from this Report.

10. EQUALITIES IMPLICATIONS

10.1 The issues dealt with in this report have been the subject of consideration from an equalities perspective. An equalities impact assessment is not required.

11. SINGLE OUTCOME AGREEMENT

11.1 This report contributes to the following local outcome(s) contained within the Single Outcome Agreement 2011-2014:

- We have a sustainable economy with good employment opportunities
- Angus is a good place to live in, work in and visit
- Adults maximise their potential through learning opportunities
- Individuals are involved in their communities

12. CONSULTATION

12.1 The Chief Executive, Director of Corporate Services, Head of Finance and Head of Law and Administration have been consulted in the preparation of this report.

13. CONCLUSION

13.1 Business support and development is undertaken by a number of agencies across Angus, however there is no facility within the area that offers the individual with direct access to support within one physical location.

13.2 By developing the Enterprise Centre in Angus, the college is not only creating a facility for supporting those with a business idea, but highlighting the business opportunities that may be available for those wishing to enter self-employment.
NOTE: No background papers, as defined by Section 50D of the Local Government (Scotland) Act 1973 (other than any containing confidential or exempt information) were relied on to a material extent in preparing the above report.

ECDEV/FC/FMCD
14 July 2011