



DUNDEE & ANGUS
CHAMBER OF COMMERCE



Annual Report 2015



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Contents

- 3 President's message, Tim Allan
- 4 An update from the Chief Executive, Alison Henderson
- 5 Key highlights and statistics from 2014 & 2015
- 6 Membership
- 2 8 Events
- 10 Exporting
- 12 Marketing Update
- 14 Board of Directors
- 15 The Chamber Team
- 16 Thanks to our Platinum Partners

The Dundee and Angus Chamber of Commerce, our chamber, is in good health. When I was asked to serve as your president in April 2014, I said that we had as a chamber to be Robust, Relevant and Representative. We would be a strong voice for business in our community and in the country as a whole. During this time we have seen a new Chief Executive, Membership Manager and Events & Marketing Manager hired, and an additional post added to the support team in the office. We have revolutionised our approach to media and events, with a huge increase in range and quality that surely offers the widest spectrum of activities to members. Our revenue has increased, as has our membership and our cash reserves have grown and are growing. Our voice has been heard through active engagement with the media and we have not avoided challenging issues.

President's message



Tim Allan, President DACC

Over the last year I have spoken at length with politicians, influencers and other business networks and they all speak highly of Scottish Chambers in general, and of the passion and enthusiasm of DACC in particular. Our profile in SCC has never been higher and our recent participation in a two day series of meetings with parliamentary groups at Westminster reflects this.

Over the last 18 months I have sought to increase and broaden the board, and we have succeeded in this with five new directors from all sectors being confirmed at the AGM in September this year. We need to be representative of our business community and I am conscious that we still have some way to go in this area: we need to build greater links with the retail, leisure, energy and digital industries and this will be a theme in the year ahead. We have seen an increase in the number of a crucial Platinum members whose support is vital to the robustness of the chamber, and I hope that a number of other major supporters will be announced in the months ahead. Their contribution and presence make your chamber more relevant to the decision makers and policy influencers in Scotland, and lend weight to our interests.

The Dundee and Angus Chamber is good heart and this report reflects this: I would like to thank all you members, supporters and chamber staff for making us a strong and relevant voice for business. It is my honour to serve as your president.

An update from the Chief Executive



Alison Henderson,
Chief Executive DACC

I am delighted to be writing this update at a time when the Chamber feels strong, vibrant and very well connected to its members. People are the heart of this organisation - the team does such a good job in building relationships, working closely with members day in day out. This is evidenced, not only by the strong performance of the organisation in the last eighteen months, but also in the testimonials and feedback we receive.

We have created new initiatives in the last year, to connect and respond to member needs: the DACC123 Member Promise is a great example of that - tell us the top three key things that we can do to deliver value for your membership, and we can ensure that we deliver on that promise.

By being proactive and sharing lots of member and business news, we've seen dramatic increases in the traffic to our website and engagement with our social media channels. And our events programme is expansive, engaging and seeing record attendances across the spectrum.

Our external relationships with key stakeholders in the area are very important. We work closely with local media, Councils and national agencies to ensure our members' interests are on the agenda.

Sponsorship and events income has performed well in the last year, as businesses see the benefits of being engaged with our activities. A strong profile and events programme has helped us attract new members too.

Being able to raise the profile of members is important to us. The certificate presentations are warmly welcomed, while the queue to take part in the very popular In Your Shoes Blog continues to lengthen.

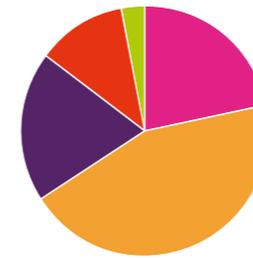
We received our Investors In Young People Award this year, and are a core partner in the Developing the Young Workforce Dundee & Angus group - a private sector led organisation that will transform how businesses connect with young people in education, and encourage them into jobs with our local companies.

We are committed to working hard for you, maintaining and building on the level of performance we've seen in the last year, with a firm focus on delivering value for membership, increasing our reach and growing.

Thank you all for your continued support!

Key highlights and statistics from 2014 & 2015

Current membership



450 businesses, of which;

- 101 Band A
- 205 2 to 15 employees
- 89 16 to 50 employees
- 55 51+ employees
- 14 Platinum Partner organisations

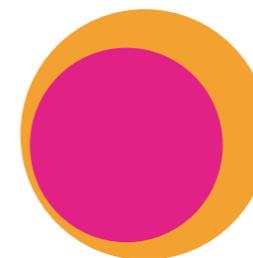
8%
net increase in membership numbers since January 2014

DACC Webstats



35% increase in unique visitors **198% increase in number of visits**

Geography of members



- 62% within Dundee City
- 38% Angus and other regions

Event attendance



Membership



New Initiatives to engage and retain members:

Monthly Membership Update

Our Membership Manager, Eve Hughes, sends out a monthly update on membership, highlighting new and renewed members, Member Offers and other key news from the previous month.

In Your Shoes

Our newest membership initiative is the In Your Shoes Blog. Have you ever looked at our business directory and wondered what some of the organisations actually do? EVERY single person we've met has something interesting to share, and relating it in a fun way to a few pictures of the shoes they are wearing or things they do as they go about their week, seems like a great way to do it! This has been really popular, with members queuing up to tell their story – pop on over to the website and read all about it!

DACC123

DACC123 was launched at the beginning of 2015 to help us understand the top 3 Chamber benefits that our members find most valuable. To date we have collected 54 completed forms and the top 3 most asked for things were: networking events, more high profile speakers and Member to Member introductions.

As part of the initiative we've been holding small networking lunches in member premises around Dundee and Angus. Eight lunches have taken place so far involving 141 organisations – a mix of members and non-members.

Our first lunch was held at District10 (Members involved: Accelerated Apps, Allthings and Jon Frullani); then Journeycall in Arbroath; Lindsays Solicitors in Seabraes; Holiday Inn Express Dundee; Johnston Carmichael in Forfar; Craigowl Communities in Dundee; Forster Group in Brechin and Intona in Dundee. As you can see, we aim to spread these lunches between members in Dundee and Angus – it's important to get out and connect as far and wide as we can. Our continued thanks go to all members who are helping to host these events.



Photographs:

Libby Forbes and our own Kerry Findlay, at Forbes of Kingennie

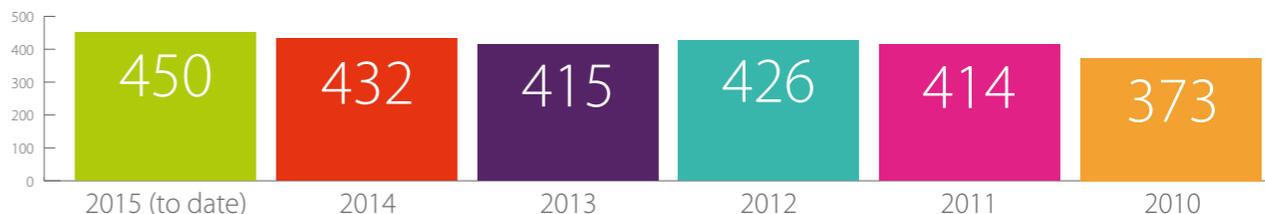
Alison and Sam Edmonds (Development Manager) in front of the amazing V&A Dundee site

Eve and Angela Smith, Hays Specialist Recruitment

Certificate Presentations

A key activity for Eve and the team is connecting with new and renewed members by getting out and about and presenting certificates. It's really important for us to be going to see members, catching up on their news and if we can persuade them to get in front of a camera, we can share their story far and wide using our online channels. We'll aim to get that photo onto our facebook and twitter pages, to let all our followers know about that member business, to raise their profile and promote the member.

Number of members



8 Events

2014



Let's Talk Business with Deputy First Minister, Nicola Sturgeon MSPS

Scotland's First Minister, Nicola Sturgeon, was delighted to speak with the business community in Dundee and Angus on Wednesday 2 July 2014. The Minister made a short presentation, followed by an open forum for questions chaired by Chamber President, Tim Allan.

Platinum Partner, Al-Maktoum College of Higher Education hosted this lively event. Members came along to hear what Ms Sturgeon had to say in the run-up to Scotland's historical referendum and welcomed the opportunity to ask questions.



Member Reception at Botanic Gardens

On Monday July 14, the Chamber held a member reception at the Macro Micro Studio in the Botanic Gardens, Dundee.

This experimental studio is the first "off grid" entirely renewable energy-powered building in the UK. It combines ultra-low energy construction practices to conserve heat and will be used as a live-in laboratory for developing and monitoring new technologies for generating, storing and exporting renewable power. Members came along for a tour of the studio and network with a buffet in the garden.

Event attendance



2015



Member Reception at Hillcrest

Members were invited along to Hillcrest's HQ on 7 July to meet the team and find out about what they do over a BBQ!

Attendees heard from Angela Linton, Group Chief Executive, about the impact Hillcrest have on the local community and the difference they are making.

Several new and renewing members were presented with their Membership Certificates on the evening, which gave them a chance to say a few words about their organisation and what they do. Members were then given a tour of the building and were really impressed!



DACC Behind the Scenes at DUFC

DACC Members and their families were given an exclusive look around Tannadice and the newly refurbished GA Arena on Thursday 23 April, and helped support a United for All and United Ladies of Tannadice campaign.

The event supported a charity drive to fund specific football boots needed at the GA Arena for children who would otherwise be unable to afford them.

United 'legend' Hamish McAlpine joined forces with current team captain Sean Dillon and players Callum Butcher, Nadir Çiftçi, Blair Spittal, Henri Anier, Callum Morris and Charlie Telfer to support the event.



High Noon Lunches

A key feature in the Chamber calendar, we are delighted that our High Noon Lunches are back! In February 2015, we heard from Chris Forrest, Managing Director of Microsoft Scotland, and Dundee's own Chris van der Kuyl then on 16 September 2015, we hosted John Swinney, MSP and Deputy First Minister of Scotland, and Ellis Watson, CEO of DC Thomson Publishing. Large scale events like these give us a great opportunity to catch up with our members, and for some of the larger local companies to sponsor a table, have their branding in the room, and on their tables, where they will host guests. We look forward to more of these in 2016 and beyond.



10 Exporting

As an exporter, you've developed a successful product and now you have to deliver your goods on time and receive payment quickly.

This can be a simple process when you know how, but understanding which document is required for each shipment to each destination can be difficult.

Our expert documentation team can give support, guidance and make the whole documentation process as straightforward as possible.

We are thrilled that Donna Bell and Rebecca Stott this year both successfully completed their Certification Assessment Course, and are now both certified to produce Certificates of Origin on behalf of DACC.

Top 5 countries exported to

2015

Top 5 countries are

- 1 Azerbaijan
- 2 Turkey
- 3 Saudi Arabia
- 4 UAE
- 5 Congo

2014

Top 5 Countries are

- 1 Egypt
- 2 Turkey
- 3 Saudi Arabia
- 4 UAE
- 5 Azerbaijan

Trade Visits

We work with UKTI to help signpost group trade visits to a number of countries giving companies with little or no International export experience an insight into International Trade. The next set of visits are:

- 29 September to 1 October 2015 Republic of Ireland (Dublin)
- 6 to 8 October 2015 Emerging Europe (Warsaw)
- 3 to 25 November 2015 Nordics and Baltics (Riga)
- 18 to 21 January 2016 Iberia (Lisbon and Madrid)
- 16 to 18 February 2016 Benelux (The Hague)

We also signpost useful resources, and can help with many contacts directly into:

- HMRC - Exports
- Trade Tariff
- UKTI - Service for Exporters
- Export Britain - British Chamber of Commerce
- Scottish Development International

Key stats

DACC income 2014

£36,880

Number of documents stamped 2014

1843

DACC income to Aug 2015

£25,625

Number of documents stamped 2015

930

Marketing Update

Website statistics



We've added over 400 news items to the Chamber website in 2015 already!



Social Media key stats



535 likes



1781 followers



Company Page
234 followers



Group
890 members

Magazine

We have continued to refresh the design and content of our magazine, so that it is full of Member and Chamber news. It is a vital way for us to help spread the word about all the amazing things happening within businesses in our local area, and beyond, via our members. We hope you enjoy reading it and displaying it in your premises.

E-news

We continue to update our members and non-members about Business and Events news on a weekly basis.

We send out newsletters to thousands of people every week – it's a great way to engage with our contacts and spread the word about Chamber and member news – keep sending your stories into us at news@dundeeandanguschamber.co.uk

E-news key stats

Events roundup

2421 contacts

Weekly Buzz

1482 contacts

Office Bearers



Tim Allan
Unicorn Property Group
President



Alison Henderson
Dundee & Angus Chamber
of Commerce
Chief Executive Officer



Dougy Agnew
Henderson Loggie
Treasurer and Director

Board of Directors

Directors



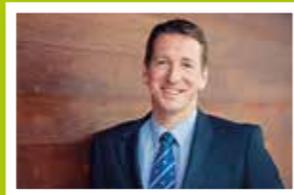
Colin Loveday
4G Scotland



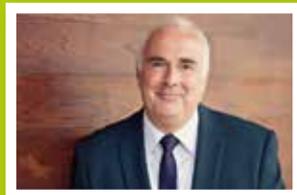
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Business Connections



Deborah Miller
MacRoberts



Ian Collins
Bank of Scotland



Mark Munsie
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Craig Sommerville
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James Buchan
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*We provide a strong voice for business and help members to connect,
communicate and develop for business benefit and economic prosperity*

Thanks to our Platinum Partners

