

# SCOTLAND BOASTS ONE OF THE **HOTTEST CITIES** IN THE WORLD RIGHT NOW.

Dundee in Scotland has been named as one of this year's top five 'hottest destinations' by the Wall Street Journal.

**#SCOTLAND|SNOW**

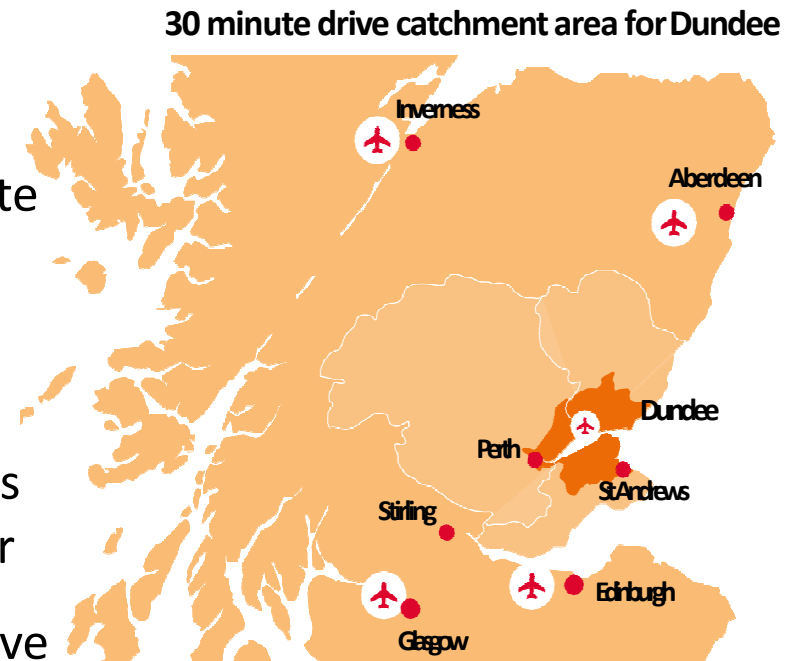
**DUNDEE**   
ONE CITY, MANY DISCOVERIES

# Dundee: Receiving Worldwide Recognition

- A new cultural capital for a new Scotland - **Condé Nast Traveller**
- Dundee on the Cool List 2019 - **National Geographic Traveller**
- Dundee – A little pot of gold at the end of the A92 - **The Guardian**
- The coolest little city in the UK - **GQ Magazine**
- Hailed the ‘cultural comeback kid’ and named as one of the seven most ‘design-savvy’ cities in the world – **CNN**
- One of the top ten ‘hot destinations’ for world travellers in 2018 - **Wall Street Journal**
- Best in Europe - 2018 Top Ten Hotlist – **Lonely Planet**

# Dundee – A Strategic Location

- City region population of 500,000
- UK's highest average broadband speeds
- 90% of Scotland's population within a 90 minute drive time
- Excellent rail and air connections
  - Direct train to London in under 6 hours
  - Hi-Speed Trains to Edinburgh in 66 minutes
  - Fly to London Stansted in just over an hour
- Edinburgh International Airport is one hour drive
- Dundee Port offers deep water access and quayside facilities for offshore wind and decommissioning

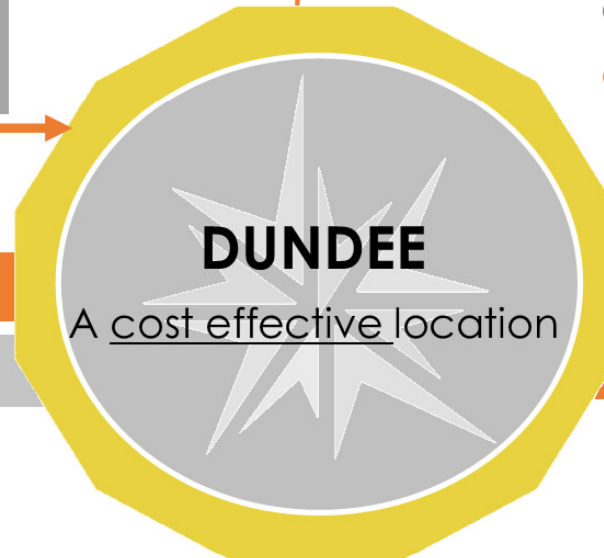






Student living costs are **15% lower** than the UK average.

Living costs are on average **19.2% cheaper** than the rest of the UK.



## Annual Prime Office Rents

## Cost of Living

### Accommodation

### Salaries & Earnings

Average House Price:

**£142,018**



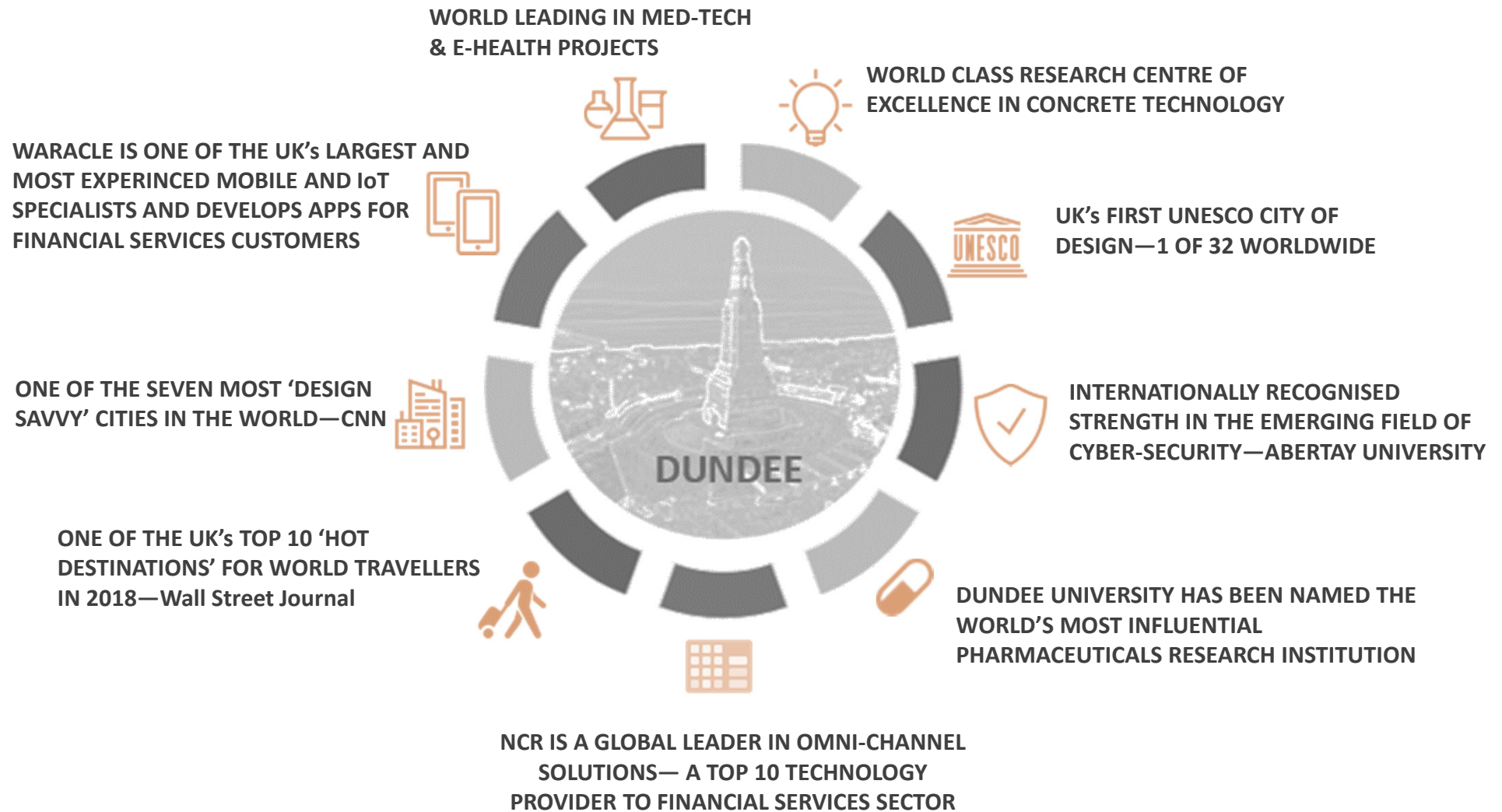
Average Monthly Rental:

**£419**



Median Gross Annual Earnings:

**£29,277**





# Dundee: A city of technology & innovation

## The Smart Revolution

99% access to  
superfast broadband



World-leading in med-tech and  
e-health projects



Leader in EV



5g  
testbed



Dundee has a vision to become  
a future 'smart city' through the  
use of Data & Digital Technology

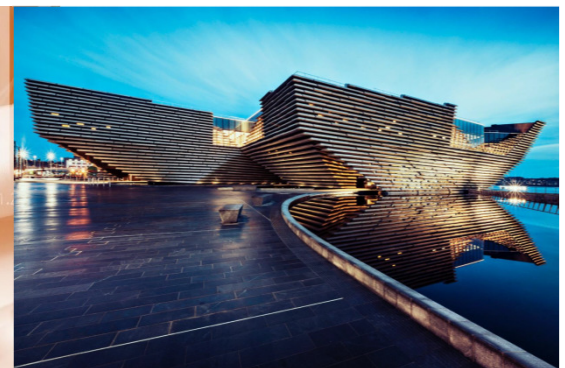
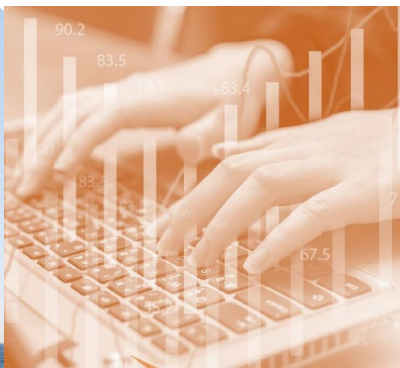


Phase 2 of the ERDF funded Smart Cities Programme was announced on 12<sup>th</sup> December

- £15M for Scotland's cities to develop projects involving smart technologies

# Key Growth Sectors & Priorities in Dundee

- Digital & Creative Industries
  - FinTech
- Customer Contact Centres
- Academia & Education
- Life Sciences & Healthcare
- Tourism & Hospitality
- Offshore Wind & Decommissioning
- High Value Manufacturing
- Circular Economy





# Dundee – A Centre of Academic Excellence



- 15,390 students (UG 69%, PG 31%)
- 466 full-time courses
- World leading research into diabetes, cancer and neuroscience
- UK's top university for Biological Science research
- Duncan of Jordanstone College of Art & Design – ranked the top design school in the UK



- 3,845 students (UG 90%, PG 10%)
- 56 full-time courses
- Centre of Excellence in Computer Games Design
- Graduates progress into organisations such as Apple, Google, BBC, Microsoft, NHS & Barclays Bank
- Top ranked modern Scottish university for Biomedical and Civil Engineering

**1 in 5 of the population are students**

## OPPORTUNITY DUNDEE WATERFRONT

**CONTACT:**  
Allan Watt  
+44 (0) 1382 433306  
allan.watt@dundee.gov.uk

### OVERVIEW

**Dundee Waterfront is one of the largest active regeneration projects in the UK, covering 5 key zones along an 8km stretch of Dundee's waterfront. The primary investment opportunities are within the Central Waterfront which includes a number of sites which are wholly owned by Dundee City Council and are "shovel ready".**

Development at Dundee Waterfront is based on the solid foundations of a visionary masterplan and significant public and private investment which has already been made to develop the necessary infrastructure, serviced sites for development, civic space at Slessor Gardens, a new railway station and V&A Dundee (which opened in September 2018). Development to date adds to the attractiveness of the city and its waterfront as an investment opportunity.

**Central Waterfront:** The Central Waterfront provides a range of opportunities which are varied and include: mixed use, infrastructure, commercial, residential, retail, hospitality and leisure.

A total of 155,842sqm of floorspace will be created across 9 development sites within the central waterfront. This will create 89,287sqm of commercial space, including 4000sqm for hotels, 42,155sqm of residential space, which will create

approximately 500-850 flats and 19,880sqm of active ground floor space for boutique retail, cafes, bars and restaurants.

**Seabraes:** Opportunities are also available at Seabraes (site wholly owned by Scottish Enterprise) for both creative industries and residential developments.

**City Quay/Dundee Marina:** Independent studies identify that a modern marina in Dundee of circa 300 to 400 berths could provide for a sustainable and viable marina business. This in turn would meet current and future boating demands in a niche area of the East Coast of Scotland. Accordingly, Dundee City Council are committed to providing key infrastructure projects for the marina.

### FIVE STRATEGIC DEVELOPMENT ZONES

Dundee Waterfront offers a variety of investment opportunities across 5 development zones:

- **Riverside:** Transport, Leisure and Residential
- **Seabraes:** Creative Industries and Residential
- **Central Waterfront:** Commercial, Residential, Retail, Leisure and Hospitality
- **City Quay:** Commercial, Residential and Leisure
- **Dundee Port:** Industrial/Renewables

### KEY SECTORS

 **Urban  
residential**

 **Commercial/  
office**

 **Retail  
& leisure**

 **Industrial &  
manufacturing**



### CURRENT STATUS

Development of the Central Waterfront is phased, with a number of plots available for immediate development subject to planning permission. To date work has started on site 6, immediately opposite both the new railway station and V&A Dundee. This mixed-use development includes office, hotel and residential. Work on site 2 will start in October 2018, and will see the development of Studio Dundee co-working space, 117 Build to Rent apartments and urban offices. A Proposal of Application Notice has been submitted for Site 10.

### SUPPORT FOR INVESTORS

A pro-active approach to developer, investor and end user stakeholders is a key feature of this opportunity. See Dundee's Our Enterprise Case Study for more information on the support provided.

### QUICK FACTS



Third most active regeneration project in the UK



Total Site area: 240 hectares over 8km of waterfront



Circa \$800M invested to date, with total investment of over \$1B sought



Project creating 7000 jobs



Detailed Information, including development briefs for each site is available at: [dundeewaterfront.com](http://dundeewaterfront.com)

Image top: Image credit to go here



## WHY INVEST IN DUNDEE: OUR ENTERPRISE LTD

More information on Our Enterprise and our development in Dundee can be found here:  
[www.oureenterprise.com](http://www.oureenterprise.com)

### OVERVIEW

## Our Enterprise Limited is a young, innovative development and regeneration company with a difference, developing Site 2 at Dundee Waterfront through a joint venture with Dundee City Council.

Our Enterprise have been working with Dundee City Council (DCC) since March 2015, securing full planning permission for the development in October 2017. The Our Enterprise/DCC Joint Venture Company was established in March 2018. DCC are participating financially through their land holding and the provision of a head lease over the employment space incorporated into this mixed-use scheme.

Situated in the Central Waterfront, the £28M development consists of 4 distinct elements, built around a social hub with a food, drink and reception offering and active ground floor uses, focusing on the theory of work, stay and play:

- **Studio Dundee:** offering 1500 metres squared of innovative, state of the art co-working space with 24/7 access and including a range of work stations, small studio pods, meeting rooms, breakout spaces, a fully equipped tech lab, support services, reception and 1GB broadband. Studio Dundee recognises that the 21<sup>st</sup> century economy demands a new approach to how entrepreneurs work and create wealth, with different industries and disciplines coming together to co-create/co-design innovative products, processes and services. The space is being developed to support these new working patterns.

- **117 Build to Rent apartments:** aimed at young people, graduates and the creative sector. The development will include studios, one and two bedroom apartments, with on site management and access to a range of communal social spaces, helping to build a new community in the heart of the city centre.
- **Urban offices:** 4000 metres squared of linked urban offices – flexible small office suites for small and growing businesses.
- **Social Space:** the tenants, be they commercial or residential will have access to a range of social spaces in the Social Hub, offering access to event space, exhibition space, and bar and food offerings. The building will also be managed and offer a range of services such as showers, bike storage, concierge services, package signing/storage, recycling and a resource hub including a range of technology such as 3D printers.



Image: Image credit to go here



the £28M development consists of 4 distinct elements, built around a social hub with a food, drink and reception offering and active ground floor uses, focusing on the theory of work, stay and play



**CONTACT:**  
Alan Caldwell,  
Partnerships Director Our Enterprise  
[alan@oureenterprise.com](mailto:alan@oureenterprise.com)  
+44 (0) 7740587336

### Timescales

The development secured planning permission in October 2017 and work on site will start in October 2018. It is anticipated that the project will be complete in Spring 2020.

### Benefits of Investing in Dundee

Our Enterprise have had an extremely positive experience working in Dundee to develop this project. Given the multi-use nature of the development, working with various departments within Dundee City Council through the Joint Venture has ensured that the development is moving forward. Our experience illustrates a range of benefits working with Dundee City Council has provided:

- **Vision:** the inspiration vision for Dundee Waterfront and its "game changing" ambition for a regional economy fitted perfectly with our ambition to show that developments can be done differently and better.

- **Welcome:** from the first meeting with Dundee City Council our proposals were met with enthusiasm and encouragement and a refreshing "can do" attitude.
- **Quality:** a shared desire for quality in all aspects of the development.
- **Preparation:** from the extensive investment the city has made in new waterfront infrastructure (roads, civic space, new railway station, V&A Dundee, shovel ready sites) to the detail within the site briefings, all information requests are met with a timely and diligent response.
- **Team work:** a complicated, multi-use development requires an open, constructive and well co-ordinated response from all departments within the Council. DCC excel in this.

- **Leadership:** this key attribute is shown at all levels, from the Waterfront Director to the Executive Director of City Development, senior management colleagues and the political administration at the Council.
- **Problem solving:** a complicated development like this requires a continuous willingness to solve problems and get involved in the detail when required. Again, every level of the Council responded well to these challenges.
- **Partnership:** the Joint Venture illustrates the best of public/private partnership and can only happen where both partners build trust and respect by working closely together.



Image:  
Image credit to go here



## WHY INVEST IN DUNDEE:

### OUTPLAY

#### OVERVIEW

**Outplay Entertainment is the UK's largest independent mobile game company, but it's not the size that matters, it's the quality of the games. Founded in 2010, our talented and dynamic team have been pouring their passion and creativity into the development of our games. We care about our players, and that's why our games have been downloaded over 100 million times.**

Of all the places, in all of the world, Dundee is where we set our roots. We believe that it is the birthplace of dynamic and strategic video games, with great titles such as Lemmings and Grand Theft Auto calling this sunny city home. A Mecca for gaming enthusiasts, both the University of Abertay and Dundee University provide specialised gaming courses, and this attracts talent from all over the world... right to our doorstep.

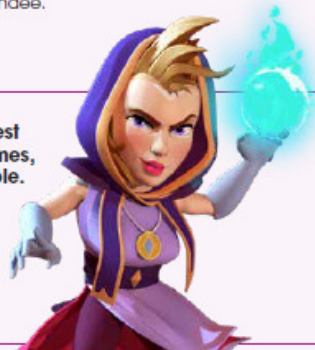
The benefits of starting a company in Scotland, were undeniable to our founders Douglas and Richard Hare. They had previously set up a successful gaming company in California, but decided to take their skills and knowledge to launch something new in their bonnie homeland. The Scottish Government were extremely helpful in supporting the company get off the ground. Scottish Enterprise put the Hare brothers in touch with potential investors, and granted us a Regional Selective Assistance (RSA) grant for setting up in Dundee.

Now Outplay has over 170 brilliant people working behind the scenes, it has experienced constant year-on-year growth, and is one of Scotland's happiest places to work. Douglas Hare let us in on his little secret; "Not only did we invest in the launch of games, we invested in people." Scotland is a beautifully multicultural society, and here at Outplay we have people from over 20 nations working together.

“

**Not only did we invest in the launch of games, we invested in people.**

Image:  
Image credit to go here



**CONTACT:**  
Luis de la Camara  
VP Marketing  
Luis.delacamara@outplay.com  
www.outplay.com



The Scottish Government has made tremendous efforts to ensure that all guests in this country feel welcomed, and understands that immigration is key to innovation. Scotland has a unique benefit in the UK for companies, skilled talent from across the EU can study for free at our Universities, and many choose to stay and contribute massively to our society.


Over the last decade, Dundee has benefited from substantial investment, both locally and nationally. Our tourism figures have increased, and our unemployment has decreased. With the construction of V&A Dundee, and many other projects nearing completion, the city's Waterfront Regeneration is bearing fruit. Dundee is set to be at the cutting edge of modern creative industries, and Outplay is at the heart of it.

Although we aren't just here for the work benefits, Scotland is one of the most beautiful countries in the world, and we are only a short commute from breathtaking sights. Our teams are constantly out exploring our wee bit hill and glen, whether white water rafting down the Tay or bagging a few munros, there is nowhere we would rather be than here.

Image above:  
Image credit to go here



# Dundee - Investment Benefits

- 
- **Effective partnership working**
  - **Innovative approaches to investment**
  - **Extensive investment in new waterfront infrastructure**
  - **Many investment sites in public ownership**
  - **Competitive rent per square foot**
    - **Prime Industrial £7 per sq.ft**
    - **Grade A Office £17 per sq.ft**


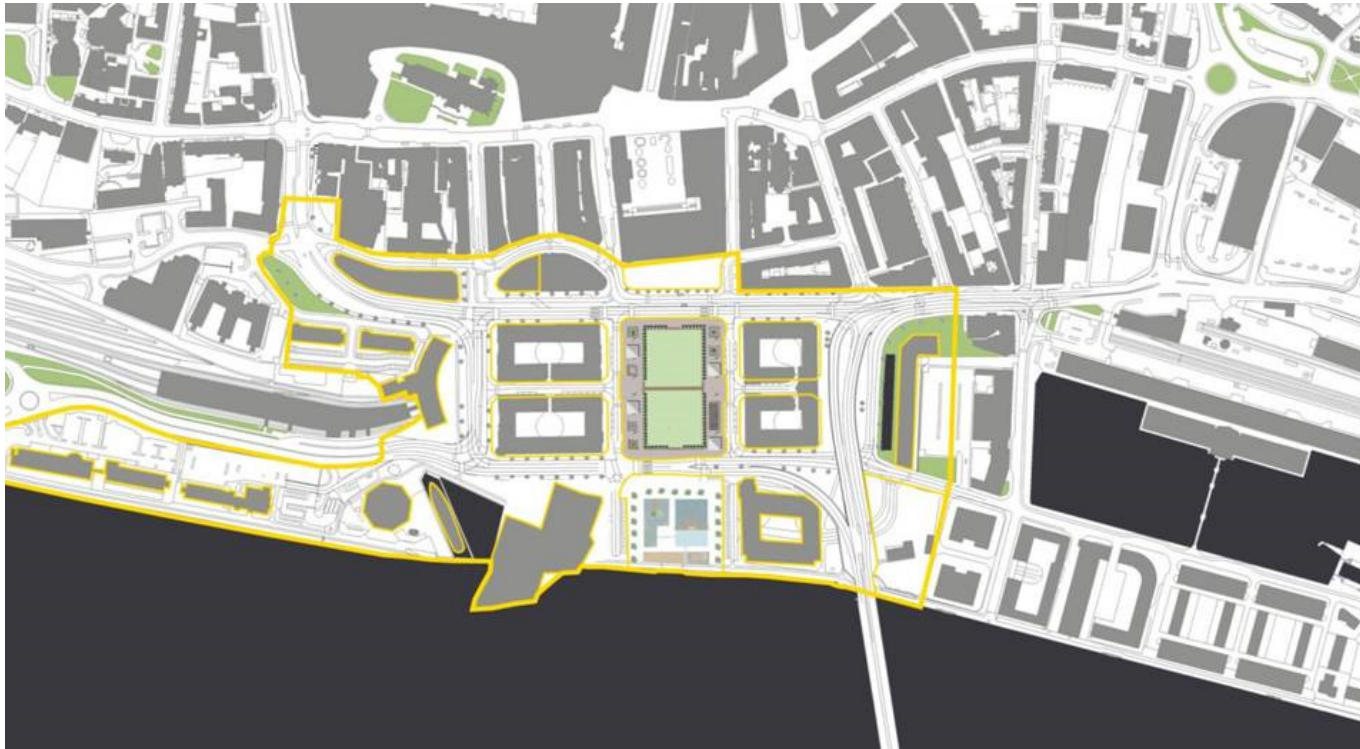


# Dundee Waterfront

- Over £1Bn of investment in the regeneration of Dundee's waterfront
- V&A Dundee opened 15<sup>th</sup> September 2018 and is approaching first year target of 500,000 visitors in just 6 months
- Site 6 - development on schedule
- Plans for Site 2 (Studio Dundee) progressing - £3M Tay Cities Deal money secured
- Plans for 5G Test bed/Public Wi-Fi at Dundee Waterfront being developed
- Urban beach incorporating digital play park and active travel hub being developed next to V&A Dundee
- Slessor Gardens is the largest new civic space in Scotland



# Central Waterfront



Focus	City centre businesses, financial sector and leisure
Investment	£513 million
Development Area	5.5 hectares
Job Creation	4800



# Central Waterfront - Development

## **155,842 sqm of floorspace**

- Commercial – 89,282 sqm (incl. hotel\*)
- Residential – 42,155 sqm (500 – 850 flats)
- Active Ground Floor – 19,880 sqm
- \*Hotel – 4,095 sqm
- Other – 412 sqm

# Dundee Central Waterfront – 2000



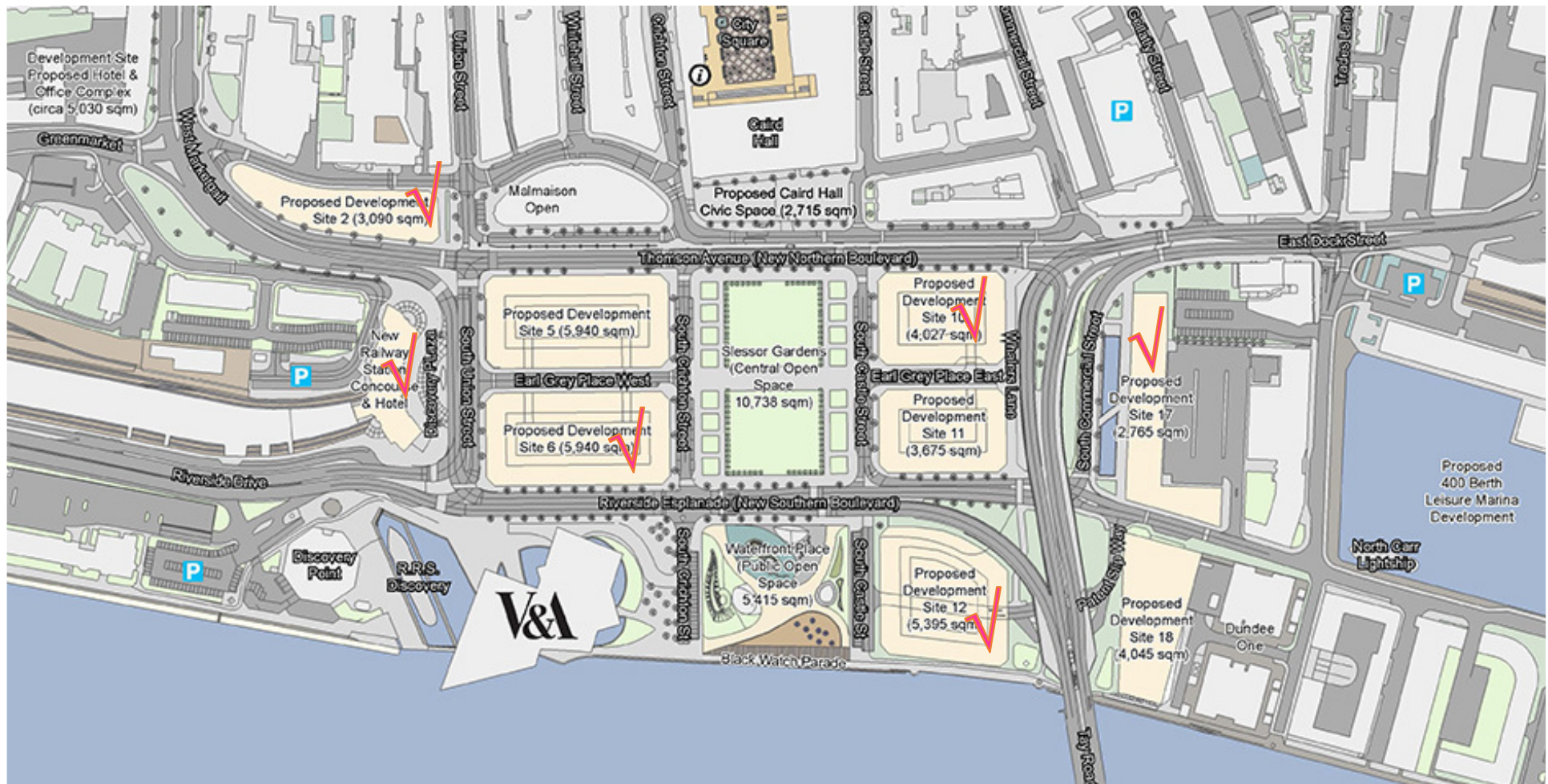


# Dundee Central Waterfront – 2018





# Dundee – Central Waterfront Investment Opportunities



# Dundee Railway Station

## A Gateway to the City

- £38M of public sector investment
- New 120-bedroom hotel operated by Sleeperz
- 472m<sup>2</sup> Office space
- Retail & café opportunities





# Central Waterfront – Site 2 Development





# Central Waterfront – Site 2 Development



# Central Waterfront – Site 6 Development





# City Quay



Focus	Offices, leisure, residential, retail, marina
Investment	£204 million
Development Area	10.5 hectares
Job Creation	1110



# City Quay – Existing Private Sector Investment





# City Quay – Existing Private Sector Investment

insider.co.uk

ECONOMY MARKETS SECTORS ▾ EVENTS ▾ SPECIAL REPORTS DEALS AND DEALMAKERS



## ScottishPower first tenant at Water's Edge in Dundee

Energy group takes space in the historic former transit shed 25 extensively refurbished by Chris van der Kuyl's Tayforth Properties

SHARE



By **Ken Symon**

17:16, 9 OCT 2018

UPDATED 18:07, 9 OCT 2018

NEWS



### RECOMMENDED



Talgo eyes two Scottish sites as potential home for new base which could create 1,000 jobs



Patisserie Valerie shares suspended amid accounting irregularities



Advanced Forming Research Centre joins forces with Baker Hughes



FSB reacts to Nicola Sturgeon's SNP conference speech

dundeewaterfront.com

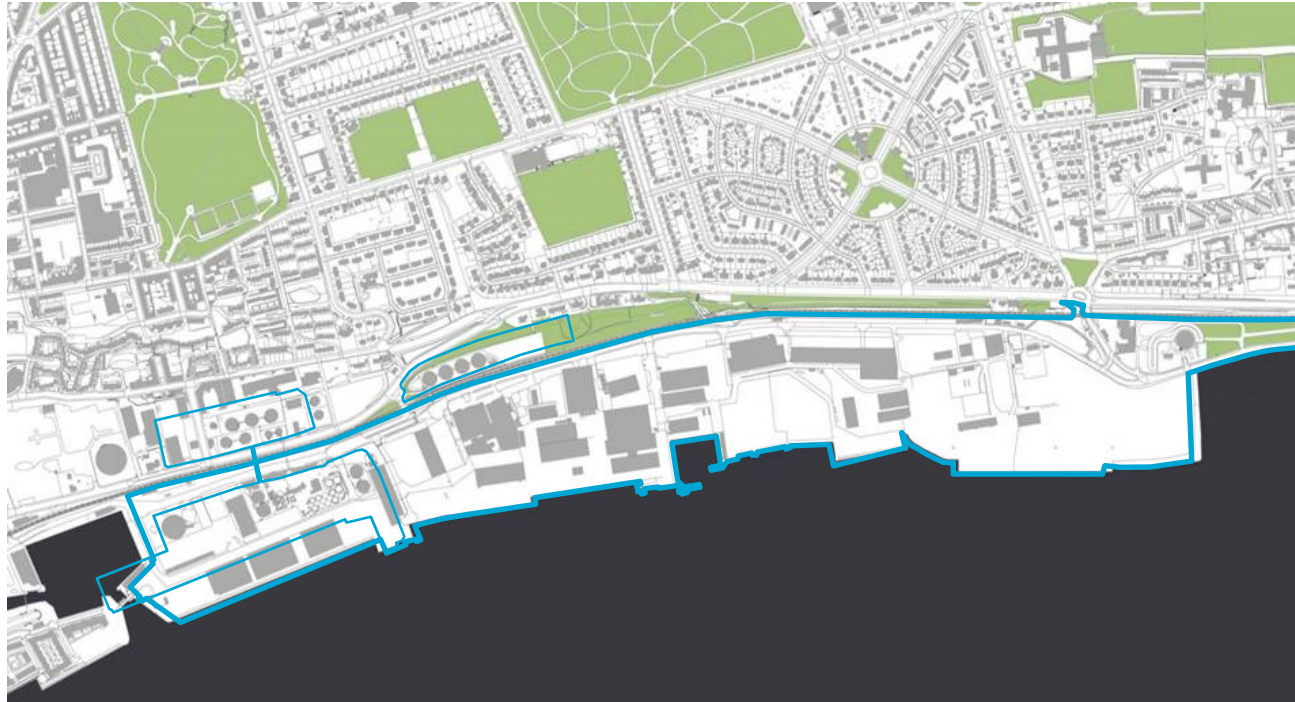
DISCOVER  
**DUNDEE**  
WATERFRONT

# Dundee – City Quay and Proposed Marina





# Dundee Port



Focus	Renewable technology industries
Investment	£92 million
Development Area	25 hectares
Job Creation	300

# Dundee – Port Facilities and Investment Land





# Dundee – Investment Opportunities

- Dundee Waterfront – 30 year, £1B investment, across 5 strategic sites, 240 hectares, 7000 jobs
- Seabraes – 4 hectares for creative industries and residential
- Dundee Port – 60 acres of storage and laydown space, 1300m of quayside space
- Claverhouse East Energy Park – focus on EV, hydrogen, renewables
- Significant housing development opportunities in various locations



# Tay Cities Region

- Culture and Identity

- Media and gaming from the Beano to Grand Theft Auto
- Historic, literary & royal connections
- Famous golf courses – St Andrews, Gleneagles, Carnoustie
- V&A Dundee
- Iconic food such as Aberdeen Angus Beef, Arbroath Smokie, jams, gins, fruit

- Key Sectors and Business

- Over 15,500 businesses
- Key sectors include: life sciences, tourism, creative industries, eco innovation, decommissioning, renewables, healthcare, food & drink, engineering, digital

- Learning and Innovation

- Home to world class universities – Abertay University, University of Dundee, University of St Andrews, University of Highlands & Islands (Perth Campus)
- James Hutton Institute
- Vocational learning and local FE colleges





# The Future - Tay Cities Deal

Ensuring on-going investment in infrastructure to support economic growth

- Joint working between Scottish and UK Governments to co-invest in agreed projects to grow regional economies
- Cities at the heart of the regional investment – Scotland's cities accounting for over 60% of the country's productivity and attracting and retaining talented, creative people
- The Deal will deliver step change in economic prosperity for
  - Angus, Dundee, Perth and Kinross and North East Fife
- University-led innovation will drive future growth and future skills needs
  - 4 universities, 4 colleges
- Investment programme developed by collaboration by public / private sectors to capitalise upon the region's economic strengths and address its areas of weakness
- Tay Cities Region Joint Committee - local authority, business, education & third sector representatives - will oversee the programme



# Approved Projects

## Connected Tay

- Digital
  - 5g Testbeds
  - Rural Connectivity
- Transport
  - Low Carbon Active Travel Hub
  - Perth Bus and Rail Interchange
  - Dundee Airport

## Inclusive Tay

- Skills and Employability Programme
- Manufacturing Programme
- Aviation Academy for Scotland

## Innovative, International Tay

- Growing the Tay biomedical cluster
- Advanced Plant Growth Centre
- International Barley Hub
- Leverhulme Research Centre for Forensic Science
- cyberQuarter – Centre of Excellence
- World class tourism offer
- High Value Manufacturing, decommissioning, offshore wind
- Tay Cities Engineering Partnership
- Eden Campus – Low Carbon Future
- Studio Dundee
- Angus Fund



## cyberQuarter Dundee

- Abertay University – a leader in research and teaching in ethical hacking
- £11.7M awarded to develop the Cyber Security Centre of Excellence
- cyberQuarter will cluster academic-commercial activity

## Leverhulme Research Centre for Forensic Science

- University of Dundee is a world leader in forensic science research
- £15M to develop the UK's first Forensic Science Research Centre
- Supporting industrial partnership
- Exploiting new intellectual property





## CONTACT US



**01382 434653**



**[Robin.presswood@dundeecity.gov.uk](mailto:Robin.presswood@dundeecity.gov.uk)**



**[WWW.INVESTINDUNDEE.CO.UK](http://WWW.INVESTINDUNDEE.CO.UK)**

## FOLLOW US



**@InvestDundee**



**Robin Presswood**