

Invest in **DUNDEE**

Bring your talent and shape our future



WWW.INVESTINDUNDEE.CO.UK

INVESTOR PROSPECTUS | 2020

THE CITY

Dundee—known as Scotland’s sunniest city—is located at the head of the River Tay on the captivating East Coast. Dundee is the capital of an extensive region that includes Perth & Kinross, Angus and North Fife. The Tay Region has a population of around half a million people and is an area known for offering an outstanding quality of life.

Dundee is a dynamic, ambitious city with a remarkable history and an exciting future, driven by the development of Dundee Waterfront and a wave of investment that is transforming the economy.

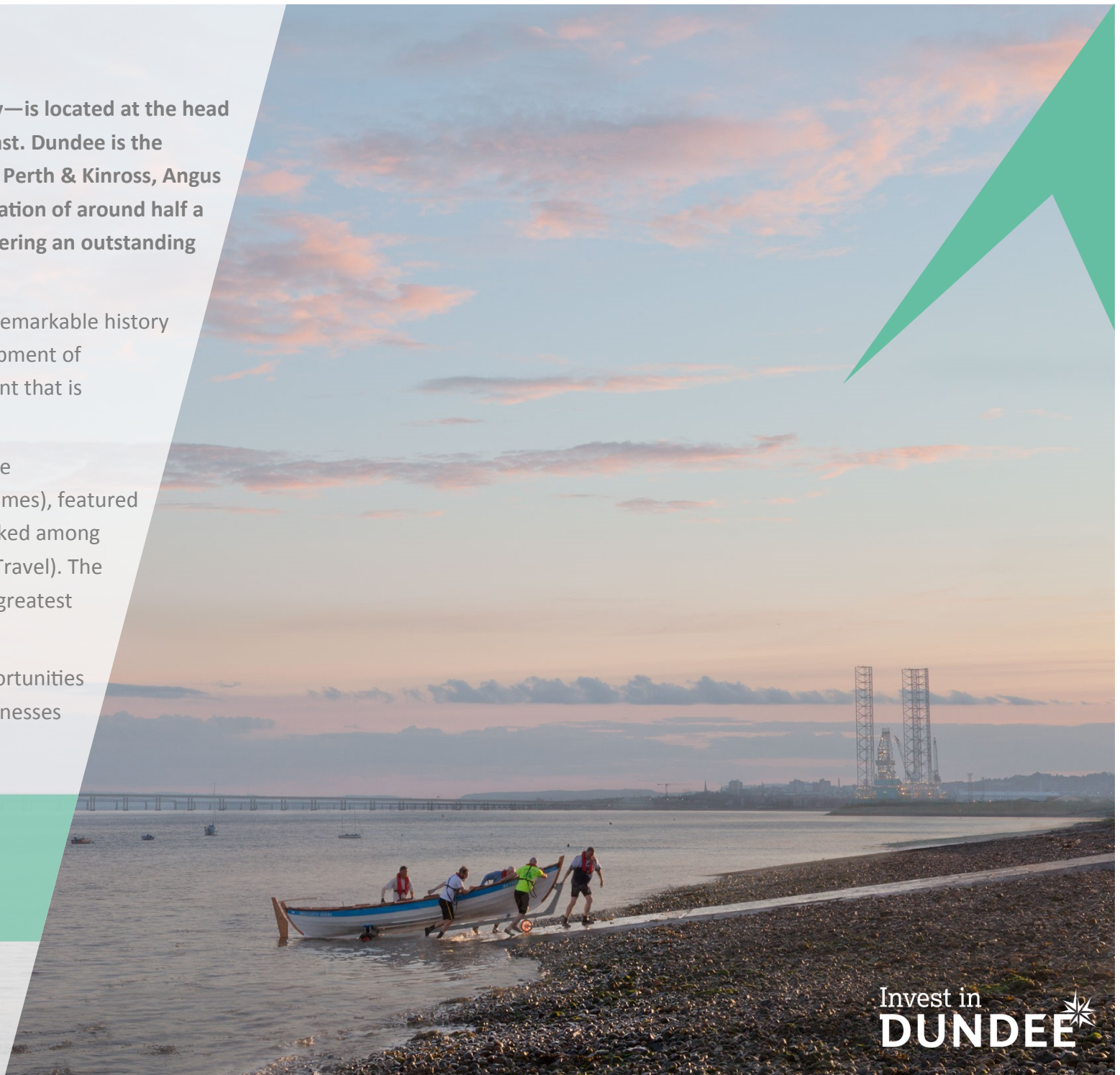
In 2019, Dundee was awarded the title of the Best Place to Live in Scotland (The Sunday Times), featured on National Geographic’s ‘Cool List’ and ranked among the top 30 friendliest cities in the UK (Big 7 Travel). The V&A was also featured on the World’s 100 greatest places to visit in 2019 (Time).

Come and discover Dundee—there are opportunities at every level for investors, developers, businesses and entrepreneurs.



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SHAPE OUR FUTURE

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WHY DUNDEE?

Dundee is a city in transformation and offers extraordinary investment opportunities.



THE THIRD LARGEST REGENERATION PROJECT IN THE UK

The £1bn, 30-year Dundee Waterfront Development.



UK'S FIRST UNESCO CITY OF DESIGN

Joining their Creative Cities Network of global cities including Seoul, Kobe, Montreal, Singapore, Shenzhen, Berlin, Buenos Aires, Helsinki, Bilbao and others.



V&A DUNDEE

The only design museum in the UK outside of London. Times top 100 World's Greatest Places.



UK'S HIGHEST AVERAGE BROADBAND SPEEDS

99% access to super-fast broadband.
(www.speedtest.net)



DIRECT FLIGHTS TO LONDON CITY

from Dundee Airport (daily exc. Saturday), a 5 minute drive from the city centre.
(Dundee Airport/Loganair)



RECOGNISED EXCELLENCE IN ACADEMIA AND RESEARCH

Two world-class universities in the city and University of St Andrews within a 25 minute drive.



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A GLOBALLY RECOGNISED REPUTATION FOR TEACHING AND RESEARCH

In areas as diverse as biotechnology and computer gaming.



CITY POPULATION OF 149,320

With approximately 306,300 people living within a 30 minute drive time of the city (Figure 1)
(Mid-Year Population Estimates & Ordnance Survey)



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HOUSE PRICES ARE MORE AFFORDABLE THAN IN ANY OTHER SCOTTISH CITY

Price comparison included below.

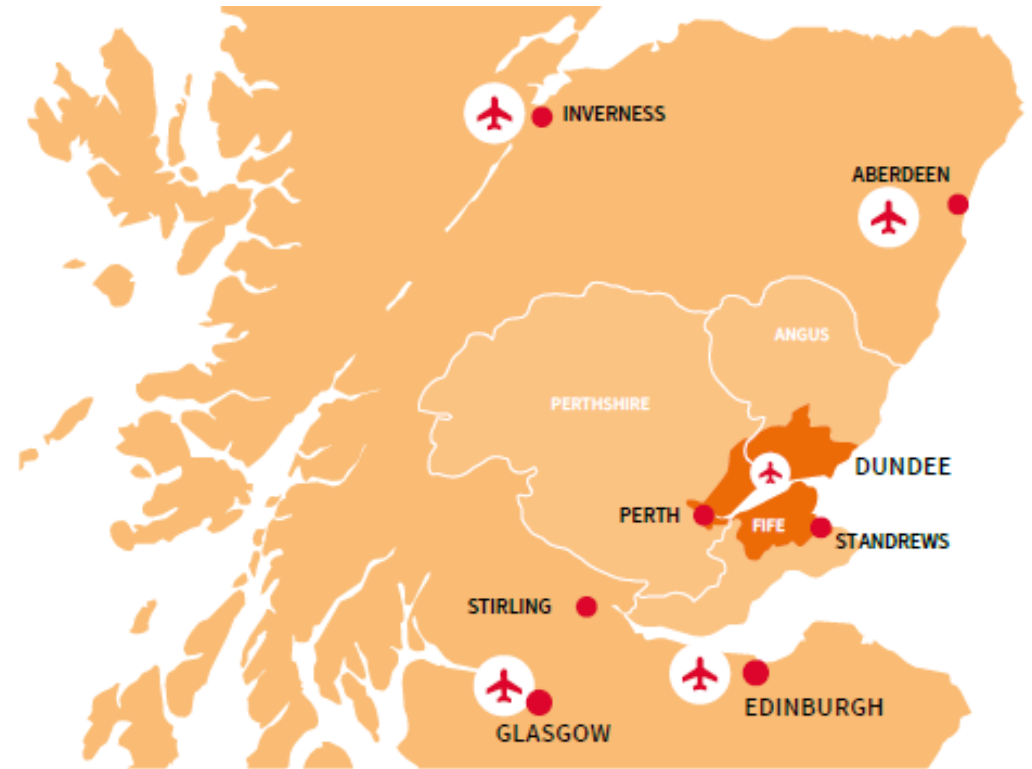


Figure 1: ● 30 minute drive catchment area for Dundee

AVERAGE CITY RESIDENTIAL PROPERTY PRICE 2019/20

EDINBURGH	£264,232
ABERDEEN	£176,186
INVERNESS	£173,935
STIRLING	£158,778
GLASGOW	£156,118
PERTH	£149,559
DUNDEE	£136,466

Source: RoS Property Market Report (Table 28)

AVERAGE RENTAL PRICES 2019/20

1 BEDROOM CITY CENTRE APARTMENT

LONDON	£1680	LEEDS	£656
EDINBURGH	£789	STIRLING	£512
GLASGOW	£614	ABERDEEN	£594
BRISTOL	£880	INVERNESS	£525
LIVERPOOL	£653	DUNDEE	£511

Source: numbeo.com

STRATEGIC LOCATION

With its central location and exceptional e-connectivity, Dundee is ideally situated to support investors and entrepreneurs.

Businesses are easily connected to Aberdeen, Edinburgh, Glasgow, Inverness and beyond: more than 90% of Scotland’s population is within a 90 minute radius, and the city has excellent rail and air connections.

Another key gateway, just a short walk from the city centre, is the Port of Dundee, where unrestricted river anchorage is available for deep-water vessels of up to 240m.



Maximum drive time between points within the city is **20 minutes**



Edinburgh International Airport is a **1 hour drive** away



Trains to Edinburgh every **30 mins** and **regular rail services** to Glasgow and Aberdeen



Direct trains to London in under **6 hours**



Fly to London City in a little over an hour from Dundee Airport







The Port of Dundee is a thriving commercial port and growing Cruise Terminal



The Green Circular, a signposted 27 mile cycle route around the city, mostly off road

TRAVEL TIMES FROM DUNDEE CITY CENTRE TO UK CITIES (TIME IN MINUTES)

UK CITY			UK CITY		
Glasgow	91	81	Leeds	303	272
Aberdeen	80	72	Birmingham	353	342
Edinburgh	85	73	Bristol	437	416
Manchester	287	289	Leeds	479	344

Source: AA Route Tracker, Trainline



KEY DATA

POPULATION

149,320
Dundee

490,000
Tay Region

5,463,300
Scotland

Source : NRS Mid-Year Population
Estimates (2019)

WORKING AGE

98,700
Total

66.4%
% working age

7,057
aged 16-19

Source : NRS Mid-Year Population
Estimates (2019)

EARNINGS

£507.50
Median Gross Weekly Pay
(Resident)

£557.60
Median Gross Weekly Pay
(Work-Place)

£26,285
Median Gross Annual Pay
(FTE)

Source (ALL) : Annual Survey of Hours
and Earnings (2019)

QUALIFICATIONS

490,000
% with degree or equivalent
(Dundee City)

>50,000
Students in a 30 minute
drive time

Source : ONS Annual Population Survey
(2019), DCC (2019)

PROPERTY COSTS

£139,117
Average purchase price

£511
Average monthly rent
(1 bed—City Centre)

£194
Prime City Office Rents 2019
(£ per m²)

Source : Registers of Scotland (2018),
Numbeo (2019), DCC (2019)

TOURISM

1.05m
(+19.2%)
Tourism Visits

£187m
Annual Economic Impact

3,033
FTE Supported by Sector

Source (ALL): Global Tourism Solutions
(2019)

DUNDEE'S GROWTH SECTORS

Dundee has pioneering strategic investment partnerships that are helping drive the competitiveness, diversity, strength and growth of the regional economy.

ENERGY

Encompassing offshore wind farms; oil & gas; decommissioning and emerging and growing areas such as hydrogen and electric vehicles.

Development across this sector is being driven by the demand for lower energy costs and increased sustainability, in turn attracting investment and jobs into the region.

RETAIL

Dundee is a key destination in the North-East for retail, with national chains and independent retailers. The largely pedestrianised city centre is home to two modern shopping malls, connected by a compact network of attractive streets.

CREATIVE INDUSTRIES

The UK's only UNESCO City of Design, Dundee is a world-leader in computer games development. The creative industries work in partnership with the city's strong knowledge economy, and companies locating in Dundee can tap into a deep pool of highly-skilled and accessible talent.

CONTACT CENTRES

Dundee has a strong track-record in the contact centre industry due to its strong labour pool with excellent communication skills—including graduate talent—and its strategic location. The city also offers advantageous property and staff costs.

TOURISM

Dundee is embracing a huge transformation and has been firmly propelled to a city of global renown. Perceptions are changing and with significant investment in all sectors including hotels, has come significant return. The city is embracing its enormous potential and is undergoing an ambitious period of change - with the Waterfront regeneration and the opening of the V&A Dundee as a catalyst, Dundee's future has never looked more positive. The vision for the city is to become the best small city in the UK for a cultural break. Tourism is currently worth over £187m and the city welcomed 490,000 overnight stays and 560,000 day visitors in 2018. We are also seeing a significant increase in cruise visitors with >19,000 passengers docking in 2018.

LIFE SCIENCES AND HEALTH CARE

With a global reputation as a leading centre for life sciences, healthcare, meditech and medical research, many of the world's most talented scientists, innovative companies and leading research institutes lie within a five mile radius of the city centre.



LOCATING IN DUNDEE

Dundee City Council has a policy of actively supporting investors, developers and businesses.

Dundee can offer highly competitive office and industrial space that is tailored to a wide range of new and expanding companies. There are high-tech facilities to support knowledge-based businesses at specialist sites such as Dundee Technology Park, Ninewells Medi-park and Dundee Technopole.

For creative industry start-ups, the Seabraes Creative Media District offers the change to locate alongside like-minded businesses in quirky recycled shipping containers.

The Central Waterfront is set to offer 42,000m² Grade A office space and has 157,935m² of 'shovel-ready' development land ready for mixed-use development across 18 sites.

Click [here](#) to access Dundee City Council's Commercial Land & Property Database.

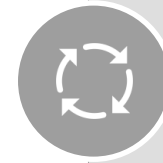
Dundee offers the support businesses need to thrive with access to:



THE RIGHT LAND, BUILDINGS,
LOCATION & INFRASTRUCTURE



AN ATTRACTIVE PHYSICAL
ENVIRONMENT



A SENSIBLE AND WELCOMING
PLANNING REGIME



Invest in
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DUNDEE WATERFRONT—A UNIQUE OPPORTUNITY

Developers, investors and companies across the entire business spectrum can still be part of one of Western Europe's most extensive and transformative waterfront projects. Each development zone has its own priority projects and the level of investment varies.

RIVERSIDE	SEABRAES	CENTRAL WATERFRONT	CITY QUAY	DUNDEE PORT
Investment: £19.1M	Investment: £115M	Investment: £513M	Investment: £204M	Investment: £92M
Focus: Greenspace, sports, leisure uses & Dundee Airport	Focus: Digital Media and Creative Industries	Focus: City Centre Businesses, Financial Centre, Hospitality & Leisure	Focus: Offices, leisure, residential, retail and marina	Focus: Renewable technology industries

INVESTMENT AND DEVELOPMENT MADE EASY

Most of the land at the Central Waterfront is owned by Dundee City Council, and the City Development Team is committed to a straightforward and rapid investment process. The Waterfront will be a mix of residential, retail, leisure and office space, including 42,000m² of Grade A office space. Dundee City Council takes a long-term holistic approach to development, working in partnership with investors to ensure maximum benefit for all parties.



WORLD-CLASS TALENT

Drawing on the brightest minds from home and abroad, the city offers a diverse and motivated workforce. A globally recognised centre of academic and research excellence, the dedication to education is evident in the breadth of academic offering.

Dundee has the highest student population ratio, at 1:5, which is also one of the highest ratios in the UK. The city has two universities—The University of Dundee, which incorporates the Duncan of Jordanstone College of Art & Design, and Abertay University, a recognised centre of digital and computer games innovation.

Dundee & Angus College, with two city campuses, offers award-winning Further Education, Higher Education and Vocational Education courses. The city also has the Al-Maktoum College of Islamic Studies. The University of St Andrews is just 14 miles from Dundee.

Dundee is also home to one of the UK's most exciting and dynamic biomedical and life science communities. With world-class companies, universities, research institutes and scientists all working within a five mile radius, it offers expertise from drug discovery, through medical devices and diagnostics, to ag-biotech and environmental biotechnology.

The James Hutton Institute is a well-respected and globally recognised research organisation, based at Invergowrie on the outskirts of the city. Its postgraduate school generates valued recruits, with professional experience in a range of disciplines in environmental, crop and food science.

Ninewells Hospital is one of the largest teaching hospitals in Europe, and the attached Dundee University School of Medicine has an international reputation for research and training.

The Academic Health Science Partnership in Tayside (AHSP) acts as a single point of contact for collaborations and strategic partnerships. Its role is to identify, support and develop new relationships, and facilitate knowledge exchange and opportunities with both industry and major research funders.



FURTHER & HIGHER EDUCATION



UNIVERSITY OF DUNDEE

The University of Dundee is respected internationally for its world-leading research across a range of disciplines. It was named **Scottish University of the Year** in 2016 and 2017 (The Times & Sunday Times Good University Guide), as well as a long list of awards and achievements that include being ranked first in the UK for student experience (2020).

UoD has been ranked the **UK's top university for biological science research**, and its ground-breaking scientific research includes diabetes, cancer and neuroscience.

It has also been rated the top university in the UK for its research impact in Social Work.

- One of the World's Top 200 Universities (Times Higher Education)
- One of Europe's 'Most Innovative Universities' - Reuters
- Top 10 in the UK in the National Student Survey

Duncan of Jordanstone College of Art & Design has been ranked the top design school in the UK (The Guardian University Guide)

www.dundee.ac.uk



ABERTAY UNIVERSITY

Abertay University is **Scotland's top modern university** (Guardian University Guide, 2017) with a strong tradition of preparing students for the industries and jobs of the modern world. Their degrees range from cybersecurity and computer games to forensics, sport and food sciences. Its civil engineering degree is ranked top in Scotland and its Biomedical Sciences degree is ranked in the top 20 in the UK (Guardian, 2017).

The University launched the world's first computer games degree in 1997 and is ranked as the number one university in Europe for computer games education throughout Europe (Princeton Review World Top 25 Games Universities). Abertay has played a significant role in the city's development and as the hub of Scotland's games industry. Abertay also launched one of the first Ethical Hacking degrees in the world, and is at the forefront of cybersecurity.

www.abertay.ac.uk



DUNDEE & ANGUS COLLEGE

With two campuses in the city, another in Arbroath, and a variety of learning centres across the area, Dundee and Angus College is a **leading developer of education and skills training in a wide variety of sectors**.

It has heavily invested in its energy sector training, with more than £1m spent on refurbishing its engineering, construction and science buildings at the Kingsway Campus. The state-of-the-art Gardyne Campus reopened in 2011, following a £48m refurbishment.

By 2020, Dundee and Angus college want to be seen as a vibrant, dynamic and confident college that inspires success in its students and staff, delivers outstanding performance, and is highly regarded and sought after by partners, employers and the wider community.

www.dundeeandangus.ac.uk



DUNDEE LIFE

Home to the new V&A Dundee, the city already has a vibrant art scene, lively nightlife, theatres, restaurants, children's activities and boasts acres of green space to golf, cycle or walk. Dundee is the UK's first UNESCO City of Design, and is a city for life as well as work.

LIFESTYLE

Dundee offers an exceptional standard of life, with the availability of quality affordable housing, excellent education and healthcare facilities, and easy access to a wide choice of outdoor and indoor sporting and leisure opportunities. To the north are the Angus and Perthshire glens, with walking and hiking in summer and snow sports in winter; only 25 minutes away is St Andrews, and the world's most famous golf course—Dundee also has an abundance of courses, as well as forest mountain bike trails just minutes from the city centre. Add to this Broughty Ferry beach, which has gained an 'Excellent Award' from Keep Scotland Beautiful for the past 10 years, and dolphin spotting, and it is clear why residents and visitors alike love this blend of city, seaside and countryside.

CULTURE

Dundee is enjoying an artistic and cultural renaissance, with a strong foundation built on its long tradition of theatre for all tastes, at Dundee Rep; innovative visual art and cinema, at Dundee Contemporary Arts and Dundee Design Festival. The City offers superb theatre, music, visual arts and arts events throughout the year.

EATING OUT

Eating out in Dundee is also flourishing, from fine artisan pizza and high-quality chain restaurants. There are also traditional bakeries, tearooms and coffee shops, organic greengrocers (many championing the wonderful range of produce grown, reared or caught locally) and a choice of world foods for the adventurous palate.

SCHOOLS

Pre-school education is provided in many of the primary schools, complemented by a number of private nurseries located throughout the city. There are 35 primary schools in the city of Dundee, feeding into 8 secondary schools. In the private sector, Dundee High School is one of the leading fee-paying schools in Scotland, winning consistently high marks for academic and sporting achievements. There are some 8 further independent schools within a 30 mile radius of Dundee.

DUNDEE LIFE

- Dundee is the sunniest city in Scotland
- The spectacular waterfront setting offers everything from the historic Frigate Unicorn, dining with a river view, and 'Excellent' award winning beaches.
- The River Tay is a popular spot for water sports including yachting, speed boating, jet –skiing and Scotland's first ever urban aqua park, offering a range of activities including wakeboarding, ringo rides and paddle boards.
- Visit Scotland five-star attractions include the RRS Discovery Point, Scotland's Jute Museum Verdant Works, and the High Mill. The Dundee Museum of Transport is the latest addition to heritage tourism.
- There are 60 golf courses within a 1 hour drive of Dundee, including St Andrews, Carnoustie and Glen Eagles

- Winter sports are accessible within 90 minutes of the city, including the Glenshee Ski Resort which has 36 runs with 20 lifts.
- Dundee Ice Arena is located just off the Kingsway, the main ring road through the city.

- Dundee Rep is the only theatre in Scotland with a full-time ensemble of actors who perform new and classic works.
- Dundee Rep shares its home with the Scottish Dance Theatre.

- The city also has the Gardyne Theatre and the Whitehall Theatre , as well as the Caird Hall, which anchors the landscaped City Square.
- Dundee is also home to the Scottish School of Contemporary Dance at its purpose-built facility, The Space.

COST OF LIVING

Source: Expantistan (lowest cost option in orange)

	DUNDEE	EDINBURGH	GLASGOW	LONDON	DUBLIN	CARDIFF	AMSTERDAM
Monthly rent for 85m ² accommodation	£601	£957	£624	£1,942	£1,533	£761	£1,455
Utilities – 1 month for 2 people	£165	£147	£107	£147	£125	£145	£126
Public transport (monthly ticket)	£42	£54	£52	£141	£102	£49	£84
12 large eggs	£2.37	£3.28	£2.56	£2.70	£2.83	£2.57	£2.84
1L of whole milk	£0.72	£0.83	£0.96	£0.91	£0.94	£0.91	£1.01
500g local cheese	£3.16	£4.55	£4.52	£5.04	£4.10	£4.51	£5.38
Beer in a local pub	£3.08	£4.62	£3.98	£5.33	£5.22	£3.44	£4.25
2 tickets to the movies	£14	£22	£20	£25	£20	£12	£20

BUSINESS SUPPORT

We offer information and support, so speak to us today.

- Dedicated expertise, data and knowledge of the main growth sectors: Energy; Life Sciences & Health; Retail; Creative Industries; Tourism and Contact Centres.
- Access to the networks within each sector and relevant business events
- Significant market knowledge and a comprehensive list of contacts through our business directories
- Access to the Discover Opportunities team, the Dundee Partnership's Employability Programme, helping people get into work
- With our partners, we can provide information on the availability of suitable commercial property throughout the region
- Information on new developments and planning proposals
- We can assist with introductions to key individuals and companies in response to your business strategy
- Information on potential financial assistance

BUSINESS GATEWAY

Business Gateway Tayside offers expert support and guidance to new and existing businesses and operates in partnership with other professional organisations.

SCOTTISH DEVELOPMENT INTERNATIONAL

www.sdi.co.uk

SDI provides a range of services to help your company discover all the benefits of investing in Scotland.

SCOTTISH ENTERPRISE

www.scottish-enterprise.com

Scotland's main economic, enterprise, innovation and investment agency. SE provides a range of funding opportunities for start-up businesses with the potential for high growth.

CHAMBER OF COMMERCE

Helping local businesses connect, communicate and develop.

CONTACT US

To discover what Dundee can offer your business, please get in touch with our Business Development Team.



01382 434697



info@investindundee.co.uk



www.investindundee.co.uk

This document was produced by Dundee City Council's City Development Department. It can be translated into any language required, and we can also translate into Braille, large print and various other ITS formats on request.



“DUNDEE’S SETTING IS PROBABLY
MORE EXTRAORDINARY THAN ANY
OTHER CITY IN SCOTLAND OR BRITAIN.
IT IS ABOUT AS IDEAL—LUDICROUSLY
IDEAL—AS ANY CITY SETTING COULD
BE”

Stephen Fry—Actor, writer and former Rector of
University of Dundee

