

At a MEETING of the **DUNDEE CENTRAL WATERFRONT PROJECT PARTNERSHIP BOARD** held at Dundee on 22nd November, 2011.

Present:-

Councillor Ken GUILD, Dundee City Council
Mr David DORWARD, Dundee City Council
Mr Mike GALLOWAY, Dundee City Council

Also Present:-

Mr Alan WATT, Waterfront Project Co-ordinator
Ms Marjory STEWART, Director of Finance, Dundee City Council
Mr Fergus WILSON, City Engineer, Dundee City Council
Mr Stuart WILSON, Team Leader, Business Infrastructure, Scottish Enterprise
Mr Peter NOAD, Project Manager, Business Infrastructure, Scottish Enterprise

Councillor Ken GUILD, in the Chair.

I APOLOGIES

Apologies were intimated from Marcus Kenyon, Alan McQuade, Eddie Brogan and Councillor Will Dawson.

II MINUTE OF MEETING OF 6TH SEPTEMBER, 2011

The minute of the above meeting was submitted and approved.

III MATTERS ARISING

There were no matters arising which were not covered elsewhere on the agenda.

IV DUNDEE WATERFRONT ACTION PLAN UPDATE REPORT TO NOVEMBER 2011

There was submitted a report by the Project Executive Team giving an update on the progress in delivery of the 2011/2016 Action Plan presented at the Board meeting on 22nd March, 2011.

The Board noted the progress and the current risk status of each project.

V DUNDEE WATERFRONT - MARKETING

Peter Noad gave a presentation on the undernoted:-

- (a) Marketing Material and Website Improvements
- (b) Waterfront Expo and Event Marketing
- (c) Local and Regional Endorsement
- (d) Other Marketing Projects

VI DEVELOPER ENGAGEMENT

There was submitted a report by the Project Executive Team which explained the number and type of studies that would be required to better understand developer needs and demands and respond to the Partnership Board's request to consider market issues as it moved into the sale of development sites. The programme of studies would also seek to identify potential investors, establish a strategy for engagement with those investors, and recognise that the Project required to develop a better understanding of the likely sources of investment in the new financial environment.

The Project Executive Team recommended the development of the undemoted and proposed to address each strand sequentially in order to build up a portfolio of information and develop robust responses to optimise sustainable growth:

- (a) Examining best practice in attracting developers and identifying strategies that have been successful - based on comparable propositions in the UK and internationally;
- (b) Market intelligence - this would identify potential occupiers. It would seek to examine current trends and will refer to earlier Dundee Central Waterfront project approval studies which examined likely commercial demands and targeted industries such as financial services. The study would also seek to examine the potential for attracting investment associated with sovereign wealth funds. The earlier studies undertaken by Drivers Jonas on behalf of the Scottish Executive would also be helpful in providing additional market intelligence as would the Marketing Baseline Study; and
- (c) Developing a clear strategy for plot disposal and sales management, including the use of development briefs, focusing on quality development, pump priming of the development pipeline and identifying opportunities for Joint Ventures with private sector partners etc.

The Board approved this approach.

VII DATES OF MEETINGS FOR 2012

Tuesday, 20th March, 2012 (*later amended to 27th March, 2012)

Tuesday, 12th June, 2012

Tuesday, 11th September, 2012

Tuesday, 20th November, 2012

All to take place at 12.30 pm in the Board Room, Enterprise House, 3 Greenmarket, Dundee.