



## GREAT BRITISH RAILWAYS DUNDEE HEADQUARTERS

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 @InvestDundee

# InvestInDundee

# DundeeIsNow





## CITY TRANSFORMATION LED BY REGENERATION OF DUNDEE WATERFRONT

- 30 YEAR MASTERPLAN
- £1BN INVESTMENT
- 3,000 JOBS TARGET
- PLACEMAKING

**GAINING WORLDWIDE RECOGNITION**

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## 4. INTRODUCTION

This Expression of Interest has been prepared to provide an overview of the advantages of Dundee as an ideal business location for Great British Railways to be headquartered in the Scotland. Dundee is a dynamic city which provides a range of interesting development sites throughout the city and the following highlights:

- A partnership approach to Rail development between East Coast Mainline Authorities and TACTRAN, one of seven statutory Regional Transport Partnerships covering Scotland, which were created under the Transport (Scotland) Act 2005;
- A strategic location with excellent communication links and all the facilities expected of a regional economic and employment centre;
- A cost-effective location, with a lower cost of living and lower property and staff costs when compared to larger Scottish cities such as Edinburgh, Aberdeen and Glasgow;
- A strong labour pool, including graduate output from two leading Scottish Universities based within the city and an extensive scientific community and skills base with strong industry links;
- A great, affordable quality of life for staff and their families, with excellent housing, education and leisure amenities available in
- Dundee and the surrounding area.

Working with local and national partners, the Invest in Dundee team ensures a one door approach for businesses locating to the city. Each investment enquiry has a dedicated Project Manager to handle the project, giving the fullest attention and acting as an interface between the Dundee area and the investing company.

Securing the National Headquarters for the Great British Railway in Dundee would support the city's ambitions in improving the quality of life and job prospects for citizens, and would add to the success of Dundee in being the selected Scottish sites for the V&A Museum and the Eden Project Scotland.

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## 5. LOCATION

Dundee sits on the banks of the River Tay, on the North Sea coast of Scotland. The city is just 36 miles from Edinburgh, and 80 miles from Glasgow. It is 361 miles from London. The city benefits from a central geographic location, with 90% of Scotland within a 90 minute drive. Dundee is a main station on the UK east coastline, has excellent motorway network access and a regional airport with direct flights to London, Belfast and Shetland.

Dundee boasts excellent rail connections, both at the local commuter level and at a national level. Dundee is connected by frequent services to other Scottish cities, including Aberdeen, Edinburgh and Glasgow. The city is also situated on the main East Coast route connecting Dundee to Newcastle, York and London, as well as other key UK cities. There are 9-10 direct trains per day between Dundee and London. There is an overnight sleeper service between London and Dundee. Scotland's other big cities can all be reached from Dundee in a 90-minute or less train journey. Dundee's Railway Station has benefitted from a recent £38 million refurbishment, with improved facilities including a new triple-height passenger concourse and a 120 bedroom hotel (Sleeperz)

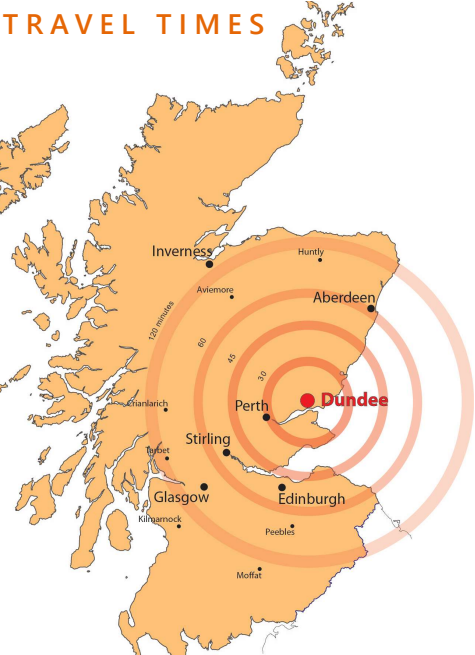
**GBR Proposed site(s) for the national headquarters** - Dundee City Council has a large portfolio of operational and investment property which may prove suitable for GBR's future requirements. Dundee City Council has a track record of sharing space with public sector partners. Council officers work with property agents across public and private disciplines and can support inward investment property requirements. The Council can will work with GBR to identify the most suitable office location for the home of the office head-quarters. In addition, there could be possible options within the £1bn Dundee Waterfront development [www.dundeewaterfront.com](http://www.dundeewaterfront.com) and or upcoming public offices.

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# 6. STRATEGIC LOCATION

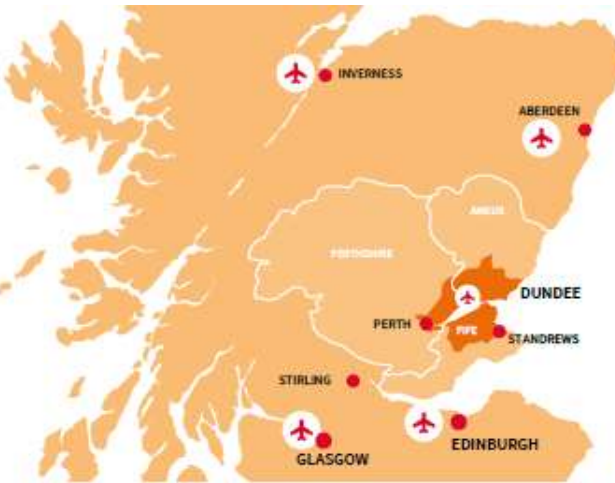
## TRAVEL TIMES



### SCOTTISH CONTEXT

DUNDEE'S CENTRAL LOCATION MAKES IT IDEALLY SITUATED TO SUPPORT BUSINESSES

## 90% OF SCOTLAND'S POPULATION IN A 90 MINUTE DRIVE



### REGIONAL CONTEXT

DUNDEE'S IS PART OF THE WIDER TAY-REGION WITH A POPULATION OF ~ 490,000

Travel Times (mins)		
Aberdeen	80	73
Edinburgh	85	72
Glasgow	91	81
Manchester	287	289
Birmingham	353	342
London	479	344



DIRECT TRAINS TO LONDON IN UNDER 6 HOURS (MAIN EAST COAST LINE AND TO MANCHESTER / BIRMINGHAM (MAIN WEST COAST LINE))  
REGULAR SERVICES TO EDINBURGH, GLASGOW & ABERDEEN  
TRAVEL TO EDINBURGH HAYMARKET IN 62 MINUTES  
FLY TO LONDON CITY IN A LITTLE OVER AN HOUR  
DIRECT FLIGHTS TO BELFAST TAKING 1HR 10MINS  
PORT OF DUNDEE IS A THRIVING COMMERCIAL & CRUISE PORT



## 7. DUNDEE'S COMMITMENT TO FAIR WORK, EQUALITY AND LEVELLING UP

- Dundee's Fair Work agenda is a model that offers all individuals an effective voice, opportunity, security, fulfilment and respect. It balances the rights and responsibilities of employers and workers.
- This is a means of offering stable, secure employment opportunities to the people of Dundee. Balancing the rights and responsibilities of employers and workers creates a productive environment based on respect and fair pay which in turn boosts productivity, morale and output among the city's employers.
- Dundee is a leading local authority in the area of fair work and by choosing the city as the site for the Great British Railways, the headquarters will be able to take advantage of those benefits that might not be available in other locations.
- Locating the Great British Railways headquarters in Dundee would demonstrate the UK Government's confidence in the city as a key regional player, and would support the Government's flagship ambitions in levelling up all parts of the country. Taking advantage of the opportunity to create jobs and support with the retention of skilled graduates from the universities and college.
- Dundee City Council has a Corporate Equality and Diversity Group which is tasked with embedding good practice into all strategic and operational policy and practice.

## 8. LEVELLING UP AND DUNDEE'S VISION

### **How our application will align with and demonstrate Levelling Up**

- Creation of skilled, well-paying jobs - reducing the gap between Dundee and larger cities in the UK as well as helping to retain graduates from our 2 universities. Huge scope for R&D. Improved transport connectivity linking the Highlands with the North of England through Scotland's Central Belt. Strong benefits to Pride in Place helping to put Dundee on the map as a home for prestige employers and national headquarters of important industries.

### **The vision for levelling up our local area**

- Dundee aims to level up our city by more closely connecting our award-winning waterfront development with our communities in the north of the city, providing new and improved leisure and cultural offerings to residents and visitors as well as providing more employment opportunities. By enabling all Dundonians to share in the benefits of the waterfront development we envision a levelled-up city with improved economic opportunities, health and well-being as well as financial security.

### **Levelling up opportunities we believe could be created for Dundee that are linked to the Headquarters**

- A prestige, high-profile employer choosing Dundee as the location for its headquarters will build on the reputation of the city as a dynamic urban centre maximising its investment potential. It would support the city in retaining graduate talent from its universities. It would build on recent employment successes and investment announcements including the BT Regional Hub, Social Security Scotland, NHS Scotland and the V&A Dundee.



## 9. SUSTAINABLE TRANSPORT PARTNERS AND DUNDEE

Tactran is one of seven statutory Regional Transport Partnerships covering Scotland, which were created under the Transport (Scotland) Act 2005. The Tactran region forms an important hub lying at the heart of Scotland's transport network and includes the local authority areas of Angus, Dundee City, Perth & Kinross and Stirling which together make up just under 10% of Scotland's land mass and nearly 12% of the nation's population.

The primary purpose of the Partnership is to develop a Regional Transport Strategy (RTS) setting out a vision for the medium to long term future of transport in the area and to oversee its implementation. Tactran's vision statement sets out the strategic direction and outcomes for the RTS to achieve over the next 15 years and beyond, which is to deliver 'a transport system, shaped by engagement with its citizens, which helps deliver prosperity and connects communities across the region and beyond, which is socially inclusive and environmentally sustainable and which promotes the health and well-being of all.

The objectives also reflect the guiding principles outlined in the statutory RTS Guidance and Scotland's National Transport Strategy, as well as the Strategic Objectives and National Outcomes outlined in the Scottish Government's National Performance Framework. These have been developed under six broad themes: **Economy; Accessibility, Equity and Social Inclusion; Environment; Health and Well-being; Safety and Security; and Integration.**

Tactran is currently undertaking a multi-modal transport study of the Perth to Montrose transport corridor, which will consider the potential Park & Choose opportunities along the corridor.

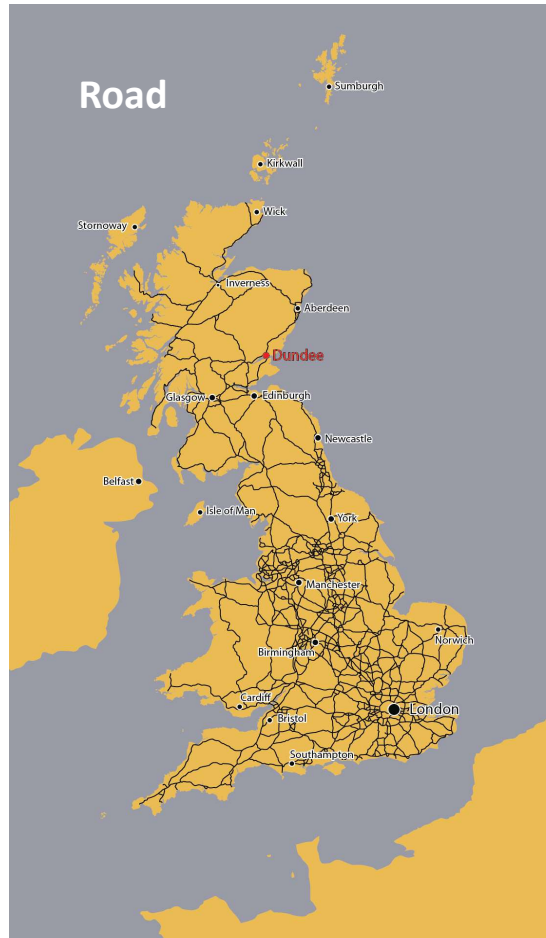
Tactran is also working with the railway networks to improve rail links and services with the aim of improving rail journey times and frequency between the region's major settlements and Scotland's other cities.

## 10. A CONNECTED CITY

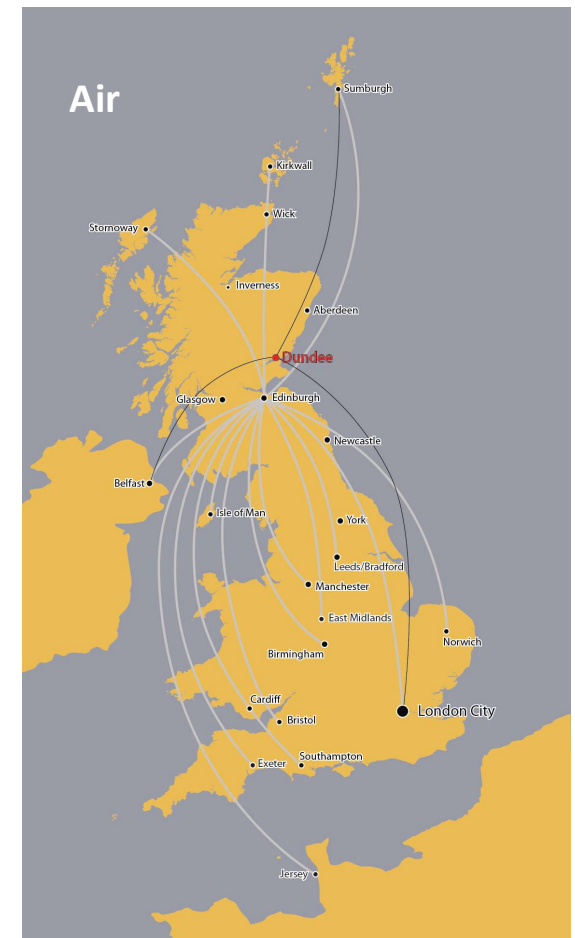
Rail



Road



Air



## 11. DUNDEE'S SUSTAINABLE TRANSPORT STRATEGY

Dundee Railway Station is a £38 million public/private redevelopment which opened in 2018. Visitors to Dundee have increased by over 1 million over the last decade.

A ten-year plan to boost sustainable transport infrastructure in Dundee and link with wider initiatives across the region is a key part of the city's ambitions in tackling climate change. The new sustainable transport delivery plan will focus on local active travel, bus services, mobility as a service and low carbon vehicle infrastructure.

This will tie into the work of the Regional Transport Strategy to create a city where sustainable transport is at the heart of the city's infrastructure investment decisions.

Dundee's active travel routes in and around the city have been developed over the last few years with a key objective to encourage active travel through walking, cycling and public transport, and deploy sustainable alternatives to decarbonise transport.

The Green Circular alone stretches over 25 miles. It links major parks to many places of interest through the city from the country park at Camperdown, to the waterfront at Broughty Ferry.

Embark Dundee e-bike sharing is an electric bike hire scheme with over 150 bicycles.



## 12. DUNDEE IS SCOTLAND'S LEADING EV CITY

Dundee is Scotland's leading city in the adoption, promotion and operation of electric vehicles and was named the most visionary electric vehicle city in the UK in 2018. The city boasts the following:

- 170 EV's now in fleet (one of the largest in the UK).
- All Council cars, small and medium vans to be fully electric by the end of 2023.
- 134 fully electric taxis operating in Dundee.



Dundee has supported successful collaboration between local authorities, business and other organisations to further social, economic and transport objectives.

Working in partnership with Tactran, priorities include securing improvements to key strategic road and rail networks; enhancing public transport through partnership working with transport providers; encouraging a shift towards more sustainable forms of transport, in particular walking and cycling; working with road haulage, rail freight and port operators to develop more efficient and sustainable movement of goods; and improving integration within transport and between transport and other policy areas including land use and health.



## 13. DUNDEE/GBR COLLABORATION OPPORTUNITIES AND BENEFITS

Securing the National Headquarters for the Great British Railway in Dundee would support the city's ambitions in improving the quality of life and job prospects for citizens, and would add to the success of Dundee in being the selected Scottish sites for the V&A Museum and the Eden Project Scotland.

Many opportunities exist for collaboration within and between the retail, tourism and environmental sectors across the regional economy.

The following slides 14-19 demonstrate an insight into key projects happening across Dundee, the opportunities of which would be extended Great British Railways if it selected Dundee as its headquarters.

Collaboration Opportunities;

- Potential to benefit from the Tay Cities Deal £700 million Investment Programme;
- Connecting GBR to industry trailblazers and academia at Michelin Scotland Innovation Parc;
- Great British Railways could be located within newly developed Dundee City Waterfront, which encompasses 240 hectares of development land stretching 8km alongside the River Tay, and is already a hugely successful 30 year programme (2001-2031) which has propelled the city to international acclaim.
- Businesses locating in Dundee are able to capitalise on the city's affordability and lower salary costs compared to the largest Scottish cities and competitively priced office accommodation;
- In addition to the above Great British Railway would be connected to the new National Railway offices within Dundee Railway Station, and also Tactran, Scotrail and employment agencies.

## 14. GBR OPPORTUNITIES - MICHELIN SCOTLAND INNOVATION PARC

- £60M investment in refurbishing the Michelin Tyre plant to create Michelin Scotland Innovation Parc (MSIP);
- 32ha site with excellent infrastructure;
- 75,000m<sup>2</sup> of fully appointed manufacturing units;
- Focus on low carbon & sustainable mobility
- 3,000m<sup>2</sup> skills academy – developing the workforce of the future
- Establishment of a 6,000m<sup>2</sup> innovation hub with shared space, workshops, labs, equipment – to innovate and develop prototypes;
- Significant sustainable energy resources – steam and electricity from waste to power plant, wind turbines generating green electricity



## 15. OPPORTUNITIES FOR GREAT BRITISH RAILWAYS

Great British Railways could be part of future British transport solutions, sustainable mobility and world leading R&D at the Michelin Innovation Parc (MSIP) and key projects throughout the city.

The MSIP skills academy meets the demands of the future workplace, ensuring that sustainable mobility and decarbonisation industries are resourced with the right people at the right time.

MSIP will also be a centre of excellence for Lithium-ion/Sodium-ion batteries. This is an essential development given that trains will not all be hydrogen, certainly in the near term.

MSIP is exploring the potential for the development of emerging supply chain opportunities for H2 transport e.g., R&D and engineering design, but also the opportunity for a local hydrogen generation and refuelling infrastructure.

### Recent Business Investment at MSIP

- **Ballard Motive Solutions:** One of the worlds largest supplier of Fuel cell systems and supplies to train companies;
- **LOCATE:** A Transport Scotland funded project focussing on heavy duty commercial hydrogen and full electric vehicle duty cycle testing including trains buses and trucks;
- **Data Monitoring Systems:** Developed a hydrogen sensor system with complimentary back- office system;
- **H2GP:** Current market is distilleries to make them carbon neutral whilst generating commercial Methane, H2O. The technical focuses on the railways sector and applications.

# 16. TAY CITIES DEAL: DIGITAL & INNOVATION INVESTMENT



## CYBERQUARTER - ABERTAY

- £11.7M OF INVESTMENT
- ESTABLISHING AN INNOVATION HUB
- SECURE CLOUD COMPUTING INFRASTRUCTURE
- R&D FUND



## 5G

- £2M TO SUPPORT 5G USE CASES
- UTILISING DUNDEE 5G TESTBED
- LINKS TO ABERTAY UNIVERSITY TECHNOLOGY



## DIGITAL SKILLS INVESTMENT

- £4M FUNDING TO DEVELOP DIGITAL SKILLS
- FOCUS ON HIGHER LEVEL SKILLS
- DELIVERY PROGRAMME CURRENTLY BEING DEVELOPED



## JAMES HUTTON INSTITUTE

- £62M OF INVESTMENT
- ADVANCED PLANT GROWTH CENTRE
- INTERNATIONAL BARLEY HUB



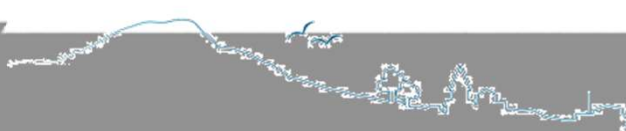
## JUSTTECH – UNIVERSITY OF DUNDEE

- £15M OF INVESTMENT
- THE FIRST FORENSIC SCIENCE RESEARCH CENTRE IN THE UK
- ESTABLISHING AN INNOVATION HUB



## TAY CITIES BIOMEDICAL CLUSTER

- £25M OF INVESTMENT
- INNOVATION HUB FOCUSED ON BIOPHARMA, MEDTECH, BIOTECH, INFORMATICS
- MEDTECH PIPELINE FOCUSED ON TESTING & DEVELOPING EMERGING MEDICAL TECHNOLOGY & ITS CLINICAL ADOPTION





## 17. A COST EFFECTIVE LOCATION



Prime Central Waterfront  
location  
Grade A Office space from circa  
**£20 per sq. ft.**

Aberdeen: £32.50 per sq. ft.  
Glasgow: £32.50 per sq. ft.  
Edinburgh: £33.90 per sq. ft.



Average purchase price (£)  
**£136,466**  
(Dundee City)

**£264,232**  
(Edinburgh)

Average monthly rental price (£)

**£506.55**  
(Dundee City)

**£787.38**  
(Edinburgh)



Weekly Earnings – Workplace Analysis  
**£557.60**  
(Dundee City)

**£613.30**  
(Edinburgh)

Annual Pay– Workplace Analysis

**£29,277**  
(Dundee City)

**£32,172**  
(Edinburgh)



Living costs are on  
average **19.2%**  
**lower** in Dundee than  
in the rest of the UK.

Consumer Prices are  
**2.74%**  
**lower** in Dundee than in  
Edinburgh



## 18. CENTRAL WATERFRONT PROGRESS



### CENTRAL WATERFRONT:

- SOCIAL SECURITY SCOTLAND HQ
- 7/9 NEW UNITS LET
- 10 YEAR LAND SUPPLY FOR RESIDENTIAL AND COMMERCIAL



- 30-YEAR, £1BN OF INVESTMENT
- UP TO 1000 JOBS CREATED BY END OF 2021



### NEW CIVIC SPACE:

- SLESSOR GARDENS – LARGEST NEW CIVIC SPACE IN SCOTLAND AND NEW PAVILION CAFÉ DEVELOPED
- WATERFRONT PLACE – INCLUDING NEW URBAN BEACH, INTERACTIVE PLAY AREA, DUNDEE CYCLE HUB



Design Concept by Ritchie Architects



### RECENT DEVELOPMENTS:

- 5G TESTBED & FREE PUBLIC WIFI BEING INSTALLED
- CAIRD HALL ARCADE REFURBISHED WITH 2 NEW BAR/RESTAURANTS
- EMBARK E-BIKES NOW INSTALLED

### FUTURE DEVELOPMENTS:

- NLAE E-SPORTS ARENA – SITES 10 & 11
- PROPOSALS FOR SITES 1 & 6 BEING DEVELOPED WITH INTERESTED PARTIES
- TAY CITIES DEAL INVESTMENT IDENTIFIED FOR SITE 2

## 19. CITY CENTRE STRATEGIC INVESTMENT PLAN



### WORKING:

- ATTRACT 3000 NEW JOBS TO THE CITY CENTRE
- ADDRESS CHANGES IN CITY CENTRES DUE TO COVID-19
- ATTRACTING TALENT IN KEY SECTORS

### VISITING:

- MUST-VISIT DESTINATION FOR LOCALS AND TOURISTS ALIKE
- SUPPORT RETAIL AND HOSPITALITY
- ENGAGE LOCAL TALENT TO DIFFERENTIATE DUNDEE
- FOCUS ON THE EVENING ECONOMY



### LIVING:

- PROMOTE CITY CENTRE LIVING
- MAKING CITY CENTRE A VIBRANT PLACE



### CONNECTIVITY:

- STRONG & SUSTAINABLE TRANSPORT LINKS
- GOOD PEDESTRIAN LINKS TO OFF STREET PARKING



### PUBLIC REALM:

- ENHANCE QUALITY, ATTRACTIVENESS, SENSE OF PLACE TO SUPPORT LOCAL BUSINESSES THROUGH INCREASED FOOTFALL



## 20. RAILWAY HERITAGE AND LINKS TO THE NETWORK

BBC

### TWO Great British Railway Journeys



Dundee to Aberdeen

The Dundee-Newtyle Railway opened in 1832 and was the first railway in the north of Scotland. It initially carried coal and chemicals from the Port of Dundee to the agricultural hinterland in the Strathmore Valley.

The Dundee-Newtyle line was planned as a link between the manufacturing city of Dundee and the fertile valley of Strathmore. GBRHQ would act as a similar link between the innovative, forward-thinking City of Discovery and the surrounding region as well as Scotland and the north of England's larger cities

In 1810, James and Charles Carmichael founded the Dundee company which produced the first locomotive made in Scotland.

Dundee's place in railway history in the UK is clear and locating GBRHQ in the city which is where the Edinburgh/Aberdeen/Glasgow lines meet would place GBRHQ within 90 minutes of all major population centres in Scotland.



## 21. INWARD INVESTMENT SUPPORT

### Our Partners

Dundee has established partnerships, which support investment and work across the following agencies:



University  
of Dundee



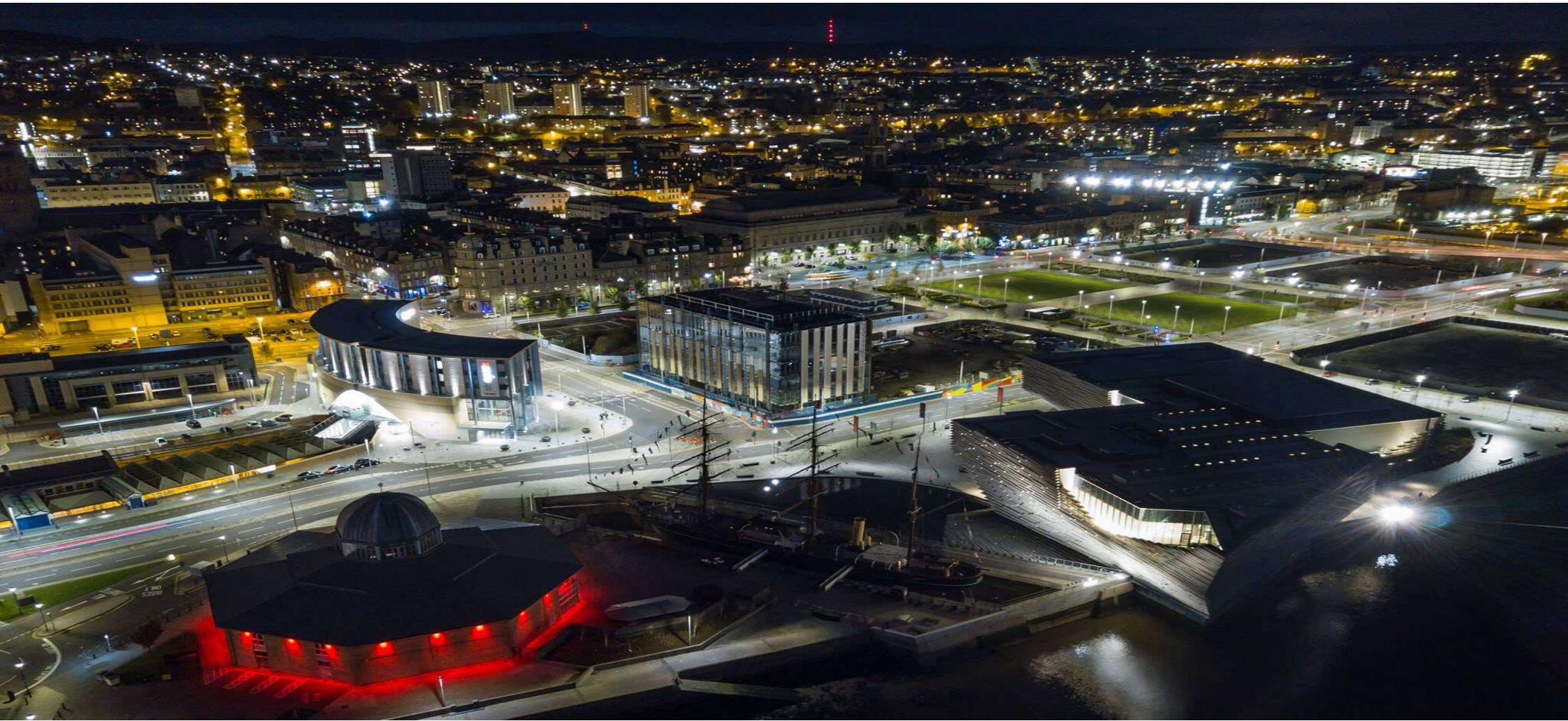
Abertay  
University

### Inward Investment Support

- JobCentre Plus can upskill their customer group to compete effectively for future jobs in the industry;
- The local universities and colleges provide access to graduates and can provide bespoke training packages;
- Access to Discover Opportunities team, the Dundee Partnerships Employability Programme – helping to get people into work.

### Business Support

Dundee City Council can support your business in the city – we can advise on recruitment, skills availability and training



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