

## **Dundee Waterfront Launches Campaign to attract new Hospitality Businesses**

1 Dec 2014

Dundee Waterfront is to launch a campaign next week to encourage new hospitality businesses to open in the city's rapidly developing central waterfront area.

With the £1 billion Dundee Waterfront project now more than half way to completion and V&A Dundee progressing well, the city urgently needs new hospitality businesses to service an extra 300,000 visitors per year.

The campaign launch, which is being supported by local hospitality entrepreneurs and the British Hospitality Association in Scotland, will be launched at series of Dundee Waterfront Roadshows in Aberdeen (9<sup>th</sup> Dec in association with Ryden), Edinburgh and Glasgow (both 11<sup>th</sup> Dec in association with MacRoberts). The roadshows will update entrepreneurs, investors and developers on progress with the Waterfront Project.

Willie MacLeod said that "Dundee has the potential to become a 'great Hospitality city' with hospitality, tourism and leisure set to be major industries. We estimate that Dundee already supports around 6500 direct and 3000 indirect hospitality jobs\*, representing more than 13% of city employment. A wealth of new business opportunities will emerge from these growing industries, stimulated by the Waterfront initiative and the V&A Dundee development."

Allan Watt, Dundee Waterfront Director added: "We need more businesses in advance of the surge in visitor numbers and spending that will accelerate in the next year or so. We would encourage entrepreneurs to engage with the business opportunity by opening new restaurants, bars, cafes and bistros".

The local entrepreneurs backing the drive include Paul McMillian, owner of Castlehill Restaurant which holds the only 2 AA rosettes in the city; Jonathan Horne (2 restaurants and 2 coffee houses) and Andrew McMahon (2 bars and a restaurant).

Paul McMillian said: "Dundee needs more hospitality businesses to invest in the city and ensure the additional 300,000 extra visitors per annum are provided with a comprehensive range of services. There is a fantastic business opportunity but we need more entrepreneurs to help make Dundee an outstanding hospitality city."

Dundee Waterfront is being transformed with a number of major infrastructure, business and visitor developments underway including the new V&A Museum of Design Dundee, a proposed 'Maritime Way' from RRS Discovery to the HM Frigate Unicorn, plans for a Marina at City Quay, the new Dundee Railway Station, and new residential, office, leisure, recreational developments. The final infrastructure contract has been awarded and the work to create the grid street pattern and new civic space is nearly complete.

Mike Galloway, Director of City Development with Dundee City Council said. "To meet demand for space, Dundee Waterfront has just released 1 million sq feet of prime land across 4 sites in the Central Waterfront area with a further 500,000 sqft the following year is all owned by Dundee City Council. The land, which is owned by Dundee City Council, can be used for office, leisure, retail and residential projects."

Andrew McMahon of The West House Bar and D'Arcy Thompson Restaurant summed up the opportunity for Dundee's hospitality sector and for the city: "Dundee is a great city. I chose to build my career here and we are on the cusp of a major growth phase that is creating a wealth of opportunities for new enterprises and entrepreneurs. The Waterfront area offers lots of potential for new ventures, and the chance to set the benchmark for the hospitality sector in Scotland."

A few roadshow tickets remain available, contact [info@dundeewaterfront.com](mailto:info@dundeewaterfront.com)

\*'Hospitality: Driving Scotland's Local Economies' published in October 2011. The research and analysis was undertaken for BHA by Oxford Economics