

BUSINESS GATEWAY MORAY PERFORMANCE REPORT

Quarter 1

1 April - 30 June 2017



Quarter in Review

This report reflects Quarter 1 Business Gateway activity in Moray. There has been a high number of start-up and existing business enquiries during this period and this activity has resulted in a significant number of start-up businesses recorded which have been supported by BG Moray (many clients have delayed starting their new ventures to coincide with the new tax year and subsequently register with HMRC).

A number of established businesses continue to show growth aspirations and increase their market share and target markets out with Moray and into the wider UK and Europe. Enquiries from these existing businesses and companies with potential to grow come from a wide variety of sectors and BG Moray will continue to work with these businesses to help them achieve their growth ambitions through one-to-one advice and one-to-many workshops and programmes. Collaborations with our key stakeholders to ensure Moray businesses are supported at all stages in their development remains a priority. Meetings are held regularly with stakeholder partners including HIE, Elgin BID and Moray Chamber of Commerce to discuss collaborative working where possible.

The Local Growth Accelerator Programme (LGAP) is now in place and specialist advice along business growth workshops were delivered during this quarter with very positive feedback. The 'Sector Specific Entrepreneurial Programme' will be developed and delivered over the next 12 months with 3 sectors identified by the BG Moray team as this is key to the Moray economy – Food & Drink; Construction and Creative Industries.

Regeneration of our High Streets although challenging, is 'on the up' with Batchen Street in Elgin leading the way – all commercial premises are now let and BG Moray will continue to work with our colleagues in Moray Council and Elgin BID to ensure we work with any proposed new businesses to ensure they have the best opportunity to access affordable premises resulting in sustainable business opportunities being seized.

Good news stories in Q1



June saw local Elgin Hair Salon, **Hair & Body Mechanics**, add to its award winning status with 3 new titles at the British Hair & Beauty Awards. Their new awards include Salon of the Year (Gold), owner Gordon Cruikshank won the (Silver) Colour Technician of the Year and Arina Belokurova – was awarded (Gold) Nail Technician of the Year. Gordon opened the Salon in December 2014 following support to access funding and recruitment advice from Business Gateway. The business has continued to grow

from strength to strength, highlighted by the recent investment in software allowing online appointments with an associated app for clients



Moray Tyre Services have also taken steps to grow and develop their business. Following specialist recruitment advice from Business Gateway they have recently taken on their first employee and taking up the offer of a free PCS health check has ensured they have access to public sector contracts throughout Scotland.



'New businesses in Moray are finding success with around 84% of new ventures staying open more than 3 years against the national average of 68%. Businesses interviewed, stressed that they were not merely surviving – but thriving!

When the RAF pulled out of Kinloss 5 years ago, Business Gateway Moray put their efforts into encouraging business start-ups. This was considered a priority, given the need for the economy to diversify at that critical time. By carving out niche markets, local entrepreneurs are continuing to buoy up the local economy and we are seeing businesses growing particularly in key sectors such as Engineering and Manufacturing, Construction, Creative Industries, Tourism and Food and Drink.

Business Gateway Moray in conjunction with our stakeholder partners will continue to support this growth whilst at the same time, encourage new enterprise in Moray.'

Business is Booming in Moray – P & J Article Sat 17 June 2017

Takes a lot of slow to grow as Moray firms buck trend

High street: Companies dare to be different in a thriving marketplace

Continued from Page 1

Director Stewart Sutherland, a former accountant, said: "You don't get any help from the banks in those first three years. It was a hard slog. That's something that is the same all over the country."

"In Moray there are a lot of companies that are good at standing out and doing something slightly different, the breweries are good examples of that."

"It's been a gradual increase year-on-year for us but this year it's just gone a bit mental."

"We got our product into

a tea room in Pitlochry and it's taken off. There are so many tourists there. Now we get calls from Dundee, Glasgow, all over. Word of mouth is still critical."

In the last year, 132 new firms opened in Moray while 236 jobs were created by small and medium enterprises (SME).

In the coming days, Moray Council is due to start awarding loans of up to £100,000 for small firms to start up or expand as part of Business Loans Scotland.

And John Cowe, chairman of the authority's economic development committee, revealed the region had already asked to increase its £330,000 quota if other regions struggle to spend theirs.

"The loans are intended to help firms get an idea off the ground"

He said: "The Business Gateway team in Moray is the most successful in the north of Scotland."

"The new loans are intended to help firms get an

idea off the ground or to help somebody start out. It's something we've keen to encourage because their success will encourage others. We've got the demand to award them if other areas can't."

"All you need to do is look at Batches Street. Every shop there is now occupied, which is some turnaround from a year ago. Elgin is on the up."

Sarah Holmes, owner of Elgin's Pencil Me In on Batches Street, opened a year ago and has already expanded with another store at Inverness Airport.

She said: "Moray is very good at offering different types of businesses, something you might get in Inverness or Aberdeen but not outside."

"There's a growing demand for independent retailers outside the retail parks. Younger customers want to come in and touch things and feel things."

"There's some big business in Moray with the whisky industry and having people with disposable income in the area certainly helps too."

In a report, Moray Council's planning and economic development manager Gordon Sutherland said: "There are over 3,000 SMEs in Moray, many of which are classed as micro-enterprises of less than 10 employees. They are the life blood of the local economy from where growth must come."

"Business Gateway played a key role in supporting new business start-up following the closure of RAF Kinloss and is a key asset to help address economic shocks, such as business closure or changes in the local and national economy."



Syanness and Tim Moyle run the convenience store in Hopeman.

Globe-trotting couple set up their business roots in Moray

Syanness and Tim Moyle took over the running of the Hopeman convenience store earlier this year. Now, Syanness shares the story behind their success

Article Northern Scot June 2017

The inspiration for this couple purchasing **Costcutter Hopeman** was a desire to return to the UK after many years working for the Swiss Red Cross and Oxfam. This was a complete change in lifestyle for the couple and their 3 children. They returned from Bangladesh and visited Scotland and in their words 'fell in love' with Moray. They spotted an opportunity to purchase shops which is an integral part of the community seeing it as a great place to do business, live and bring up their family. They are engaging well with the community and want to ensure that the business remains at the heart of that community. They currently provide employment for 6 staff that all live locally.

Performance Statistics

Core Service					
2017/18	April	May	June	Progress to Date	2017/18 Target
Business Start ups	15	9	12	36	125
Early Stage growth (ESG)	2	3	2	7	10
Approved into GAS (GAP)	7	5	8	20	30
Approved Growth Pipeline - HIE	0	0	1	1	2
Approved Account Management - HIE	0	0	0	0	1
Total activities (enquiry actions /appointments)	72	74	66	212	300

LGAP					
LOT 1 - Specialist	April	May	June	Progress To Date	2017/18 Target
Businesses assisted with one to one advice	1	2	0	3	18
LOT 2 - HR Advisory Service					
Businesses assisted with one to one advice	2	3	0	5	18
No of jobs created	7	5	0	12	18
LOT 3 - Growth Workshops					
Half day workshops delivered	0	0	1	1	24
Full day workshops delivered	0	0	0	0	0
Number Workshop Attendees	0	0	6	6	70
Unique businesses assisted	0	0	6	6	70
Digital Boost Half day workshops delivered	0	0	0	0	0
Digital Boost Full day workshops delivered	0	0	0	0	0
Digital Boost Workshop attendees	0	0	0	0	0
Unique businesses assisted	0	0	0	0	0
LOT 4 - Key Sector Entrepreneurial Support					
Programmes per annum	0	0	0	0	2
Business assisted	0	0	0	0	16
Graduate Applications submitted	0	1	0	1	5
Graduate Placement (approved by MC)	0	1	0	1	5

Business Start ups

As reported in the overview, we have started well in terms of supported start-up businesses with 36 new confirmed and evidenced by methodology such as HMRC/Companies House registrations and/or Business bank accounts being opened. As predicted, in April, 15 start ups recorded in that month alone. A total of **45 FTE jobs** have been either retained or created in Q1 by these start-up businesses and business purchases. Job creation and retention remains a key element of BG's KPI's.

FLAVOUR OF START-UPS THIS QUARTER

As the Moray College UHI year ends there are a number of graduating students who have become self-employed, particularly in Beauty and Horticulture.

There has also been indication of an increased confidence in the hospitality sector with the opening of two new cafes in Dufftown and Hopeman.

In addition to these more traditional businesses Social Media Support and Health & Safety / Fire Risk Assessments are being offered by two new businesses in Elgin, along with a distillery producing Craft Rum in Hopeman.

Marketing / PR

2 businesses received Q & A editorial in the Northern Scot in conjunction with BG National / Wave PR - namely Costcutter Store in Hopeman and Rustic and Roses Florists in Dufftown. Adverts about workshops also appeared in local press during Q1

BG Moray's local Facebook Page and via twitter continually showcases business skills workshops events and shares stakeholder events as appropriate. Highlighted in Q1 were:

- Business Breakfast about Moray Growth Deal
- Fundraising seminar – Sponsored by Business Gateway
- Launch of Digital Boost Online Tutorials
- Launch of Moray Chamber Main Business Awards sponsored by MEP and BG
- Kinloss Barracks Employment Opportunity Event
- LGAP Workshop series (Via Kilted)
- The BG annual Review was also published at the end of June for the 2016/17 year and was posted on our FB page and shared with stakeholders
- Business Gateway 'Digital Boost' programme was shortlisted in the Innovate Category at this years' Holyrood Connect Awards
- Business Gateway National Spring 2017 Start Up Campaign was launched on 24 April 2017 and ran until 21 May 2017. This campaign ran on several platforms including TV; Digital and Radio
- Press ads – There has been local activity across all SPP titles including the Northern Scott, Forres gazette, Banffshire Herald and advertiser. We will also have space if required for ad-hoc ads in the Leader and executive magazine
- Business Gateway Moray had a stand at annual XpoNorth in May and with over 700 delegates from the Creative Industries it proved very useful.
- A mix of street liner and rear bus advertising continues with eight in Moray.

Social media

Business Gateway Moray's local Facebook page continues to have significant traffic. As part of the LGAP proposition we are now starting to populate our growth workshop ads (*See Appendix 2*). We will also be focusing in on our specialist advice with one week procurement, one week HR and so on. Twitter continues to be a useful to signpost

- Kilted Media has been contracted to deliver the digital advertising and PR for the Local Growth Accelerator Programme. That work includes highlighting the specialist advice, growth workshops and the Graduate Placement Programme. DP Media are currently completing the Graduate Placement videos being made showcasing the businesses that have benefited from the programme.
- We are looking at broadening out the advertising to include a number of community publication that are not on the BG National schedule as historically they have been useful for specific events and it fits with the localism agenda
- The Moray BG local pages of the website have also been updated in the first quarter of 2017 to reflect the changes and the LGAP products.
- Business Gateway National unit are continuing a strategic review with the new advertising agency, Leith.
- A digital agency has now been appointed. Out of a possible six, the BG marketing team met with them in early June the contractor appointed was the incumbent, Whitespace.
- The national autumn campaign will be a Start-Up campaign, based on similar creative approach as per spring

Digital Boost Product

- Refreshed Digital Boost brand guidelines have been developed to reflect the removal of SE and HIE from the programme.
- **Digital Boost** Online Tutorial will promote the online tutorial series and is being planned and we to start early in the next quarter.
- **Digital Boost** Phase Two Relaunch Campaign A campaign to highlight the relaunch of the programme is planned for early Autumn.
Digital Boost Online Tutorials
These online tutorials are now live:
Digital Marketing Strategy
Engaging Online Content

Email Marketing

<https://www.bgateway.com/online-tutorials>

The following will then go live in the next quarter.

Cyber Resilience

Paid for Advertising

The following guides have now been commissioned:

GDPR (General Data Protection Regulation)

As part of our programme, a comprehensive guide and checklist for business owners on this topic is being developed. It will be launched in late July/early August. Questions around this topic will also be included in the DigitalBoost healthcheck. We will also make reference to GDPR in our email marketing workshop and online tutorial.

Cyber Resilience

A guide on this topic is being developed to fit in with the Cyber Toolkit that is currently available on our site. This will also tie in with the online tutorial and workshop.

Business Growth Support / LGAP Programme /Access to Finance

Q1 saw 8 businesses engage in more depth with BG to investigate growth opportunities. They have been supported to produce Growth Action Plans including financial investor ready projections. The type of businesses supported include:

- Nail Studio
- Clothing Manufacturer
- Structural Engineers
- Gelateria
- Digital Communications company
- 2 Gin Distilleries
- 2 retailers
- Digital drainage mapping
- 2 Martial Arts Academies
- Marble company

This is an encouraging trend and we will continue to work with these businesses and others to help them achieve their full potential over the next 12-18 months. A number of these Growth Action Plans are developed in conjunction with businesses supported through the Local Growth Accelerator Programme (LGAP) which targets those with ambitions to increase their turnover £100K+ with 3 years. We delivered our first LGAP workshop entitled '**Developing as a Business Owner**' on 23 June 2017. 6 businesses attended the workshop and have since continued to work with BG Moray to develop Business Growth Plans and in some cases Investor Ready financial projections. The following gives an idea of what the workshop covered:

Overview

As businesses grow and develop, the business owner also needs to grow and develop. This workshop looked at the personal development issues that a small business may be faced with as their business becomes established and expands.

Content

Participants were taken through a model for business growth and consider the impact on the key issues of planning, people and leadership. The workshop also looked at the impact of business growth on the professional and personal development of the owner by considering areas of confidence, visioning, leadership, working with others, stress and setback.

Outcome

An understanding of the key stages of growth and insight into the potential on the business owner's personal development. This workshop is part of a series of 3 which are detailed in the 'Next Quarter Visibility' section later in this report.

We also continue constructive dialogue with colleagues at HIE in Moray and this has resulted in another business being accepted into Growth Pipeline in Q1. This will help that company to access the right support for them at this time and to manage their growth expectations as they develop. It is likely that this company will move into Account management with HIE in Q2.

BG continues to deliver the **HR Advisory service** to growing businesses in Moray in 2017/18 and 5 businesses have sought specialist advice on recruiting new employees resulting in 12 new jobs being created as a direct result of those specialist interventions this quarter.

Specialist one-to-one advice on access to finance and investor ready planning continues to be delivered in-house to Moray businesses looking to start up and grow. This work is carried out by the BG team and many come to BG Moray as referrals from stakeholders, accountants and banks. Q1 has seen direct interventions by Business Gateway Moray resulting in businesses securing £672K of leveraged funding from various lenders levered into the Moray economy.

Business Loan Scotland which is administered by Business Gateway in Moray was launched in late March of this year and *the first loan to be released in Scotland was in Moray*. **Buckie based Probond Marine** were awarded loan funding of £50,000 to help develop and build a new range of commercial and military RIBs (rigid inflatable boats). A press release will be put out by Muckle Media shortly to help raise awareness about the fund to Moray businesses. A further 4 applications are in the pipeline totalling £227K which although exceeds the total fund, we are confident that some loans will be paid back more quickly than the agreed term, releasing the necessary funds to meet our obligations.



RIB, built by Probond Marine Ltd based in Buckie in Moray

Q1 Activities and Events

4 April	NDR Steering Group Meeting with all Moray Stakeholders
4 April	Moray Chamber of Commerce Connect Networking Event
7 April	BLS first North Regional Meeting in Inverness
20 April	World Host Management Group meeting
20 April	Moray Partnership Board Meeting
27 April	Moray Council Fundraising Seminar sponsored by BG
27 April	Meeting with Catherine Ward from FSB (Rhona Gunn and Jim Grant leading)
2 May	BG Highland & Moray Team Meeting, Inverness
17 May	Employment Opportunities Fair – Kinloss Barracks
23 May	Launch of Moray’s Employability Strategy and Moray Skills Pathway
1 June	State Aid Workshop
28 June	MCC Awards Judging Panel

WORKSHOPS

11 April	Successful Marketing & Promotion
12 April	Effective Business Record Keeping
9 & 10 May	Start Your Own Business
13 June	Successful Marketing & Promotion
14 June	Effective Business Record Keeping
23 June	LGAP Growth Workshop – Developing as a Business Owner

PCS / PCST HEALTH CHECKS (Public Contracts Scotland) <https://www.publiccontractscotland.gov.uk/>

In collaboration with Linda Davidson, Public Contracts Capability Manager, a pilot programme of PCS and PCS-Tender health checks has been undertaken with over 20 businesses taking up the offer of a 40 minute one-to-one appointment.

The aim is to ensure businesses are registered correctly on these portals in order to maximise their potential to win public sector contracts.

The pilot has been deemed successful, with very positive feedback from the businesses and is now under review. This will be reviewed at our next Supplier Development Focus Group on 4 Sept 2017 and plans discussed on whether to extend this service.

Next Quarter Visibility

Summer Roadshow: Developing the Young Workforce/Business Gateway / Moray Chamber of Commerce

This roadshow aims to target business and young people with a view to encouraging SME's to consider employing or placing young people in their workforce whilst at the same time raise the profile of support available to local business in towns and villages in Moray. (See appendix 1 for details)

MBW '17

It is intended to increase the scope of outreach support by delivering a 'Roadshow' to a wider range of towns across Moray during Business Week in November 2017. This is currently in the planning stages and will be in conjunction with other stakeholders and the 'Hello Digital' Team at HIE. It is envisaged that we will deliver:

- Business support
- Networking opportunities
- Access to training
- Recruitment and MA support for SME's
- HR support for businesses
- Cyber security Information
- Virtual reality demonstrations
- Drone Technology demonstrations

LGAP Workshop – 2nd in series

Critical Business Options Friday 21 July 09:30am - 1:00pm - Spey Room Laichmoray Hotel Elgin

Overview

Every day business owners have to make decisions about the running of their business. There are, however, times when critical business decisions have to be made.

Content

This workshop considers several options and the related decision making processes that business owners can be faced with when owning and developing a business. This interactive workshop will consider several critical business options including growth, reduction, closure, health and selling.

Outcome

Personal insight into future options and strategies for their businesses.

SDP Awareness Day - 25 July 2017

An open day in collaboration with the Moray Council Procurement team will be held specifically on proposed framework agreements with Property for Stonework Repairs and Roofing, Target audience is likely to be SME's. BG will attend along with Linda Davidson who delivers PCS Capability Development to give guidance on PCS and PCST. We may not be able address all PCS/PCST issues on the day depending on numbers through the door, but we can arrange an appointment for businesses to come into BG for a PCS/PCS Healthcheck on a one to one basis following this event.

LGAP Workshop – 3rd in series

Raising Money for Growth Friday 25 August 09:30am - 1:00pm - Spey Room Laichmoray Hotel Elgin

Overview

This workshop considers appropriate financing options for business at various stages of business growth and development

Content

Participants will hear about the different types of finance available and where to look for appropriate funding. Consideration will be made as to 'what is needed for a successful application' as well as knowing what funders are looking for as good funding potential. The stages of appropriate funding will also be considered.

Outcome

A better understanding of business funding and the appropriate type of funding for business growth.

Moray Chamber of Commerce Awards Dinner - 1 September 2017

Business Gateway in conjunction with the Moray Economic Partnership will present the main award at this years' dinner to be held at the AGB Centre Moray College UHI

SUPPLIER DEVELOPMENT Focus Group - 4 Sept 2017

This meeting update the group on progress and include HIE procurement team for the first time. It will include discussions about the development of our current programme of support to Moray SME's enabling access to Public Sector Contracts and support to become 'tender ready'.

39 Regiment Self-Employment opportunities Presentation at Kinloss Barracks

A community breakfast on Thursday 14th September from 0930-1100 at Kinloss Barracks BG has been invited to attend and give a presentation on opportunities for individuals to consider starting a business in Moray. All new personnel and their families will be invited to attend. The expected outcome is to engage with potential entrepreneurs!

Self-Employment presentation at RAF Lossiemouth in conjunction with Career Transition Partnership

Self-Employment Information Day on **Thursday 28th September** at RAF Base in Lossiemouth. The event is will run between 10am – 2pm. Business Gateway will give a presentation on self-employment options for those leaving the RAF and speak with people afterwards on a 1-1 basis. The event is not limited to Lossiemouth personnel but will also be offered to those at Kinloss and Fort George which will widen the potential for us to target a wider audience.



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AND PARTNERS
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PARENTAL ENGAGEMENT

APPRENTICESHIPS

MENTORING

CAREER TALKS

WORKPLACE VISITS

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business gateway
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- BUSINESS GROWTH SUPPORT
- SPECIALIST ADVICE
- WORKSHOPS
- PUBLIC PROCUREMENT HEALTH CHECKS



Moray Chamber of Commerce

- MEMBERSHIPS AVAILABLE
- NETWORKING
- EVENTS
- GENERAL BUSINESS SUPPORT

COME ALONG TO ONE OF OUR DROP-IN SESSIONS FROM 2-4PM BELOW:

FOCHABERS	FORRES	LOSSIEMOUTH	ABERLOUR	BUCKIE	KEITH
	with Business Gateway	with Moray Chamber	with Moray Chamber & Business Gateway	with Moray Chamber	with Moray Chamber & Business Gateway
18TH JULY	20TH JULY	25TH JULY	1ST AUGUST	8TH AUGUST	10TH AUGUST
Milnes High School	Community Centre	Community Centre	Aberlour Hotel	Swimming Pool	Community Centre



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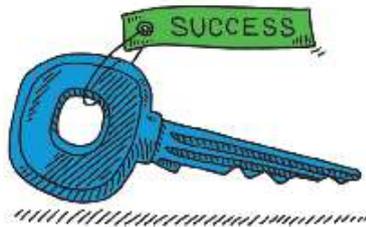



HOW BUSINESS GATEWAY CAN HELP YOU GROW YOUR BUSINESS

Are you the owner/manager of a small company and experiencing growth or planning to grow your business? Then Business Gateway has just the workshops for you!

Three inter-related workshops focusing on improving your Leadership skills, sourcing funding options and planning for the future. All of which will help your business be the success you know it can be.

Contact your local Moray Business Gateway office for more information.



It's a business week every week at Business Gateway Moray

Craig Robertson, Business Gateway, Moray

Developing as a Business Owner

Friday 23rd June, Elgin
9.30am - 1pm.
Develop a model for business growth, visioning and leadership.

Critical Business Options

Friday 21st July, Elgin
9.30am - 1pm.
Businesses face critical decisions when developing. This workshop considers reduction, closure & selling.

Raising Money for Growth

Friday 25th August, Elgin
9.30am - 1pm.
Consider financing options for businesses during growth.

Find out more about free workshops visit bgateway.com/events or call Business Gateway Moray on 01343 508838



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