

BUSINESS GATEWAY MORAY ACTIVITY & PERFORMANCE REPORT

QUARTER 2

1 July - 30 September 2018



DIGITISE YOUR BUSINESS WITH BUSINESS GATEWAY

MORAY
council

 **business
gateway**
your gateway to business expertise

Quarter 2 Overview

This report reflects Quarter 2 Business Gateway activity in Moray in 2018. There have been a good number of start-up and existing business enquiries during this period. 206 new enquiries were received by BG Moray during the normally quieter July/August period. This activity has resulted in a higher than usual number of start-up businesses registering with HMRC and Companies House during the summer months which have been supported by BG Moray. With 34 registered during Q2 this brings the total this year, at the end of September, to 70.

Existing businesses are still showing growth aspirations with many looking to start trading out with the UK in Europe and beyond over the next 18 months. Enquiries from existing businesses are from a wide variety of sectors and we have been working with them to help achieve their growth ambitions.

Although during Q2 of this year, we have supported a similar number of businesses to last year, many are concerned about the effect of Brexit. Given there is limited information about what this will look like and these concerns are raised daily by businesses we work with, many lenders, including the major High street banks, are beginning to restrict lending on certain key sectors such as; hospitality (incl. Tourism) and Food and Drink. Not only has this had a knock on effect on Moray towns, but also growth in the local economy generally. Commercial borrowers have to be more 'creative' with how they raise the capital required to help them achieve their ambitions. This includes investigating 'Crowd funding' options and looking for 3rd parties to invest where there is a potential shortfall in the funding required to deliver on their plans. Not doing this means that the business will not move forward with their plans and some may start to stagnate as a result.

However, on a positive note, as a result of direct BG Moray interventions and robust investor ready financial planning, £892K has been secured by start-up and growth companies as at the end of Q2. Taking these businesses through the start-up and growth planning processes and helping them to raise the capital needed to invest in equipment or employ the people they need or upskill their current workforce.

Collaborations with our key stakeholders to ensure Moray businesses are supported at all stages in their development continue, and review sessions are held regularly with stakeholder partners including HIE, Elgin BID and Moray Chamber of Commerce.

The Moray Business Week 2018 marketing campaign is underway with the full programme on Eventbrite <https://www.eventbrite.co.uk/e/moray-business-week-2018-tickets-49379805327> and our facebook page <https://www.facebook.com/moraybusinessweek/>. Articles are due to appear in the press throughout the lead up to the week which starts on Nov 5th 2018. The first event of the week is the Annual Awards Lunch, this year at the Mosset Tavern in Forres – with Business Gateway Moray sponsoring the Most Promising Enterprise Award. The week concludes with the Moray Tourism Conference in the Eight Acres Hotel Elgin.

We are of course delighted to hear that Moray was given the 'green light' last week, starting the process involved in securing a Moray Growth Deal by engaging with both the UK and Scottish Governments. BG Moray will continue to support the board and Growth Assembly as appropriate, helping to develop the proposed deal and making it a reality.

Good news stories in Q2



Authentic Indian Kitchen, Elgin Last weekend was a first for Authentic Indian Kitchen based in Elgin. This is the next stage in the businesses growth for these sisters Sharan and Manju who started their business in 2011. They have decided to develop a series of traditional Northern Indian brunch Thali. These will run in Elgin over the next few months and details can be found on their Facebook page.

The girls share their love of cooking and skills when they bring everything – ingredients, pots and pans, smiles and witty banter– to their customers’ home or business, and cook for them there. Their business has grown from a desire to share their father’s recipes, and to let people in Moray and across the North of Scotland know that Indian Food can be so much tastier and healthier than the high-calorie takeaways so many of us are used to. They also demonstrate their skills regularly at the Oakwood Cookery School.

BG Moray has supported this business from Start-up and this is the next step in the continued growth of Authentic Indian Kitchen.



Boogie Woogie, Keith

Boogie Woogie was opened in Keith in Jan 2000 by Jane McPherson and became a successful business offering both good food and a busy retail environment. This year Jane decided to retire and BG Moray supported new owners Ryan and Anne to develop their business plan and financial projections. This enabled them to secure the funding required to purchase the business as a ‘going concern’ and retain seven staff in the café and shop.

MacBeth's Hillock Luxury Glamping

Set on a historic site just outside Forres where Shakespeare's Macbeth is said to have met with the three witches that told of his rise to King and then his future demise. At this idyllic historic meeting place there are now 5 luxury Glamping pods, each with en-suite shower room, kitchen area, table and stools. Each pod will sleep 4 people. George and Karen Sutherland were given business and financial planning support via BG Moray enabling them to secure funding from Moray Leader to develop this site and start their new enterprise.



'Beet This' Sauce

This business was started in August 2018 by husband and wife team Conor and Iona Stewart. BG Moray has advised them throughout the start-up process and they are now supplying major outlets around Moray including Gordon and MacPhail. They are currently developing a range of products to complement their original sauce. BG Moray intend to work with the business to move them into Growth Pipeline with a view to being account managed by HIE and accessing further support to develop the brand itself.

Performance Statistics

Core Service							Progress comparator Q1 17/18
2018/19	July 18	Aug 18	Sept 18	Progress to date	2018/19 Target		
Business Start ups	13	11	10	70	125	70	
Approved Growth Advisory Services (GAS)	4	5	2	23	30	10	
Approved Growth Pipeline (GP) - HIE	5	0	0	5	2	3	
Approved Account Management (AM) HIE	2	0	0	2	1	2	
Start Up Workshops	1	3	1	13	26	6	
Total activities (enquiry actions /appointments)	78	75	52	413	800	422	

LGAP (Local Growth Accelerator Programme)						
LOT 1 - Specialist	July 18	Aug 18	Sept 18	Progress to date	2018/19 Target	Progress comparator Q1 17/18
Businesses assisted with one to one advice	1	1	0	6	18	6
LOT 2 - HR Advisory Service						
Businesses assisted with one to one advice	0	0	0	0	18	6
No of jobs created	0	0	0	0	18	10
LOT 3 - Growth Workshops						
Half day workshops delivered	0	0	0	0	16	3
Full Day Workshops Delivered	1	2	1	5	8	3
Number Workshop Attendees	10	14	8	43	70	13
Unique businesses assisted	10	12	7	39	70	13
Digital Boost Half day workshops delivered	2	2	2	10	20	*4
Digital Boost Workshop attendees	16	18	18	109	160	*27
Digital Boost 121 Support	1	2	0	6	4	*0
LOT 4 - Key Sector Entrepreneurial Support						
Programmes per annum	0	0	0	0	2	0
Business assisted	0	0	0	0	16	0
Additional Local Events delivered				Progress to date	2018/19 Target	Progress comparator Q1 17/18
No. of Events				6	10	3
No of Businesses Attending				975	500	223

*Digital Boost Programme started Q2 2017

Business Start ups

Q2 has seen our start up numbers on target to achieve our half year figure. 70 businesses have been confirmed as started by registering with HMRC and/or Companies House with support from BG Moray. A total of 96.5 FTE jobs have been either retained or created in Q2 by 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 include:

- Manual Handling & First Aid Training
- Handcrafted Memory Bears
- Childrens' Mindfulness Support
- Digital Content Creation
- Nepalese Crafts
- Personal Trainer/Reiki
- Barber
- Restaurant
- Candles & Reed Infusers
- Hair Extensions/Beauty
- Shepherd
- Cattery
- Plumbing & Heating Engineer
- Dementia Support Consultancy
- Craft Beer Tap Room
- Eco Friendly Cleaning Products
- Chefs table style events
- Agricultural Consultancy
- Ames Taper
- Special Occasion Party Boxes
- Musician
- Food Sauce Manufacturer
- Hungarian Food Outlet
- Commercial Cleaning Company

Business Growth Support - LGAP/ Digital Boost Programme

Q2 saw a further 11 businesses engage in more depth with BG to investigate growth opportunities. They have been supported to produce Growth Action Plans and investor ready financial plans through the LGAP (Local Growth Accelerator Programme). These plans will help drive ambitious businesses to significantly increase their turnover over the next 3 years. Types of businesses supported include:

- Essences Manufacturer and Distributor
- Utilities Broker
- Engineering Company
- Film Maker
- Events Venue
- Drainage Contractor
- Retailer
- Visitor Centre
- Solicitors
- Civil Engineering Co
- Credit Union
- Print & Design Company
- Tour Guide

The breadth and type of businesses looking to grow in Moray is encouraging as many are in key Scottish Government sectors. We will continue to work with these businesses and others to help them achieve their full potential over the next 12-18 months. Although these may not include many businesses which grow substantially enough to employ huge numbers or have a significant impact in the local economy in the short-term, they do not lack ambition and further growth should not be discounted in the longer term. In Q2 we have worked with 5 businesses which **do** have the potential to achieve significant growth and have moved into Growth Pipeline, accessing significant support from BG and HIE over the next 12 months. 2 of these have recently gone into Account Management with HIE. A further 6 businesses have been identified as having the potential for significant growth. We will meet with HIE and the recently appointed Head of Business Growth, Iain Bolland on 20th October 2018 to discuss how best they can be supported.

3 businesses have also received 1-2-1 support to help digitise their businesses having completed the Digital Boost Health Check - *a Scottish Government Initiative delivered nationally by Business Gateway*. These health checks throw up any significant skill gaps which can then be addressed by BG specialists.

Marketing/PR Business Gateway PR is delivered at a National level by Wave PR with the Moray team supplying the contacts and background information on local businesses they wish to put forward as potential case studies. This quarter included a Hair Salon with facilities to support families which have children with autism.

BG Moray's Facebook Page is a well-used platform, marketing our business skills workshops, events and sharing stakeholder events including Moray Business Week 2018 this quarter. Published or shared in Q2 were:

- BG LGAP growth workshop including:
 - Digital Boost Workshops
 - BG Case studies
 - Skills for Growth Programme
 - Moray Growth Deal updates
 - Scottish Rural Awards
 - Core BG workshops
 - Launch of Scottish Edge Fund for Social Enterprises
 - MST update on inbound tourism statistics
 - Scotland Food & Drink Buyer Event for SME's in Inverness
 - Waste Awareness Breakfast (in collaboration with Elgin BID & MCC)
 - Get set for Brexit Toolkit (SE)

- Meet the Export Adviser Clinics
- Supplier Development North Event
- Moray Leader Seminar
- Moray Fundraising Conference
- BG award applications for MBW Lunch
- Moray Business Week events 2018

BG National - Marketing update

It has been a busy quarter for marketing across all of our BG products. There's been newspaper advertising in the Scottish Provisional Press group titles across Moray and we are also now seeing some content too. Also the Press and Journal Moray edition advertising has proved useful. Last year this was a shared print advert with Aberdeenshire and it is now working well by focusing on the initiatives delivered by BG Moray. We are starting to get content into the Executive magazine and The Leader also. Our street liners are still visible, although that contract has ended. It is something we may consider again but change the graphics, perhaps to signpost digital.

In terms of our digital platform, there has been some national spend populating our local Facebook pages via Digital Boost and Core. There continues to be a pay per click Google advertising for the main Business Gateway services on the Google search engine. I know some areas of the BG network don't refresh their Social content as often as we do. One of the things agreed was the use of Facebook 'Locations', this will allow the national team to push campaign messaging on our local channels when appropriate. This does not interfere with anything we are doing locally it merely supports us. Following on from that, next month will see the development of the BG online tutorial content. The topics include Start-up awareness and Taking on your first employee.

Business Gateway Website Re-design and Development - A new BG website will be launched soon. This includes new graphics but the BG logo and colours will remain with new pallets refreshing the pages. Also there will be a change to the content with much more of a focus on real life success stories, along with the online tutorials. It should be easier to navigate and also at some point we will have control of our local pages to update, this is currently a request via BG national. There will also be a new strapline 'Connect With Us'.

Finally, there is a drive to cut print costs centrally and the workshop leaflets we currently have printed for use in the local BG offices will change. The new format will essentially be an edited version which involves two pages, a sample is attached. This format will be more cost efficient. For those clients interested in knowing more about a particular workshop, there would be signposting to the website.

Business Gateway offers a wealth of free resources to help you start and grow your business including:

- Business Advice
- Networking
- Revising your Business Plan
- Adviser Support
- Routes to Funding
- Developing your Market

We can also offer you a 1-2-1 appointment with a specialist adviser if you need advice on HR, Websites/eCommerce, Marketing, Retail, Sales, Social Media, Exporting and Finance.

Get in touch with your local office:

Business Gateway
Sample Street
Samptown
000-000-0000

Business Gateway
Sample Street
Samptown
000-000-0000

Book directly www.bgateway.com/local-office

For full workshop details or to book a place, call your local office on the number above or visit www.bgateway.com/local-office

Email: local-office@bgateway.com



Business Gateway

Front Page

October 2018–
December 2018



Creating Killer Graphics with Canva ●	Tue 3rd Oct	9.30am – 12.30pm	BG Local Office
Digital Marketing Strategy ■	Thu 5th Oct	9.30am – 12.30pm	BG Local Office
Beginners Facebook	Thu 12th Oct	9.30am – 12.30pm	BG Local Office
Keep Your Business Safe Online (Cyber Security) ■	Fri 13th Oct	9.30am – 12.30pm	BG Local Office
Website & Social Media Analytics ■	Mon 23rd Oct	1.30pm – 4.30pm	BG Local Office
Paid for Advertising ■	Tue 24th Oct	9.30am – 12.30pm	BG Local Office
Beginners LinkedIn	Tue 24th Oct	1.30pm – 4.30pm	BG Local Office
Facebook for Business – Intermediate ■	Wed 25th Oct	9.30am – 12.30pm	BG Local Office
Start-up Workshop 1 – Researching & Planning your Business	Thu 26th Oct	9.30am – 12.30pm	BG Local Office
LinkedIn – Intermediate ■	Thu 26th Oct	5pm – 8pm	BG Local Office
Online Photography for Small Businesses	Fri 27th Oct	9.30am – 12.30pm	BG Local Office
Twitter & Hootsuite ■	Wed 1st Nov	9.30am – 12.30pm	BG Local Office
Practical Bookkeeping ●	Wed 1st Nov	1.30pm – 4.30pm	BG Local Office
Start-up Workshop 2 – Marketing & Managing your Business	Thu 2nd Nov	1.30pm – 4.30pm	BG Local Office
Business Planning & Cash Flow	Thu 2nd Nov	5pm – 8pm	BG Local Office
7 Steps to Profitability & Pricing	Mon 6th Nov	1.30pm – 4.30pm	BG Local Office
Get Real Results from Your Website ●	Tue 7th Nov	9.30am – 12.30pm	BG Local Office
Producing Engaging Online Content ■	Wed 8th Nov	9.30am – 12.30pm	BG Local Office
Keep Your Business Safe Online (Cyber Security) ■	Thu 9th Nov	5pm – 8pm	BG Local Office
Creating Video for YouTube & More	Fri 10th Nov	9.30am – 12.30pm	BG Local Office
Presenting with Confidence	Mon 13th Nov	1.30pm – 4.30pm	BG Local Office
Creating Killer Graphics with Canva ●	Tue 14th Nov	1.30pm – 4.30pm	BG Local Office
Data Protection: Your Business	Tue 14th Nov	5pm – 8pm	BG Local Office
Build Your Own Website Part 1 ●	Wed 15th Nov	5pm – 8pm	BG Local Office
Blogging for Business	Thu 16th Nov	9.30am – 12.30pm	BG Local Office
Email Marketing ■	Tue 21st Nov	1.30pm – 4.30pm	BG Local Office
Build Your Own Website Part 2 ●	Wed 22nd Nov	5pm – 8pm	BG Local Office
Beginners Twitter	Thu 23rd Nov	9.30am – 12.30pm	BG Local Office
LinkedIn – Intermediate ■	Mon 27th Nov	9.30am – 12.30pm	BG Local Office
Start-up Workshop 1 – Researching & Planning your Business	Thu 30th Nov	1.30pm – 4.30pm	BG Local Office
Website & Social Media Analytics ■	Thu 30th Nov	5pm – 8pm	BG Local Office
Practical Bookkeeping ●	Fri 1st Dec	9.30am – 12.30pm	BG Local Office
Digital Marketing Strategy ■	Mon 4th Dec	1.30pm – 4.30pm	BG Local Office
Networking Skills	Tue 5th Dec	9.30am – 11.30pm	BG Local Office
Business Gateway Christmas Networking	Tue 5th Dec	12noon – 1.30pm	BG Local Office
Pinterest & Instagram: The Rise of Visual Communication	Wed 6th Dec	9.30am – 12.30pm	BG Local Office
Start-up Workshop 2 – Marketing & Managing your Business	Thu 7th Dec	9.30am – 12.30pm	BG Local Office
Business Planning & Cash Flow	Thu 7th Dec	1.30pm – 4.30pm	BG Local Office
Facebook for Business – Intermediate ■	Fri 8th Dec	9.30am – 12.30pm	BG Local Office

All Business Gateway workshops are **free of charge** and designed to help you learn the essential skills to start and develop your business at a time and place to suit you.

■ Digitalboost event is funded by Digital Scotland and delivered by Business Gateway.

● Participants must bring along a laptop. This is a hands on course so some basic computer skills are essential.

For practical bookkeeping, you must have excel installed and have some basic excel skills and bring along a windows-based laptop.

Q2 Activities and Events

- **Moray Business Week 5 - 9 November 2018** – the final programme is now in place and the event is starting to be marketed through social media platforms and the press. Stakeholders are also sharing information on their digital platforms. BG continues to hold regular meetings with key stakeholders to ensure the PR and marketing campaign is being delivered as agreed.
- **LGAP** – this programme is currently being delivered with a 50% intervention rate from ERDF funds. Highland Council are leading on a joint bid to replace this with a new ERDF application with a potential 70% Intervention rate. This is being pursued via our SLA and an update will be included in the Q3 Report.
- **HIE/ BG** - Joint business growth meetings.
- **BG Moray** delivered an Export Adviser Clinic delivered to 6 SME's in partnership with the **HIE Internationalisation Team's Export Advisers**.
- Met with **Moray Foodbank** – BG to host Living Wage Breakfast event to be held during Moray Business Week 2018.
- Attended **1st Meet the Buyer North Event** in Inverness in September with MC Procurement team.
- Met with **Clydesdale Bank** for an update on changes to lending priorities.
- Met with David Groundwater newly appointed Manager with **Federation of Small Business**.
- Met with growth companies for investor ready financial sessions.
- Monthly Economic Development Team Meetings.
- Met with **Roberts Partnership** from our framework to discuss new suite of workshops.
- **Business Loan Scotland** conference call regarding progress on Phase 2.
- Met with **DSL Micro Finance** to discuss options for business finance.
- **Supplier Development** strategy group.
- Invitation to attend Networking Event at **Glenfiddich** accepted.

Workshops:

Core workshops

- Start your Own Business.
- Successful Marketing & Promotion.
- Effective Business Record Keeping.

Digital Boost / LGAP Workshops

- Vlogging and Blogging.
- PR & Communications.
- Branding and IPR.
- Producing Engaging Online Content.
- Web & Social Media Analytics.

Next Quarter Visibility

Digital Boost Programme

- Digital Marketing Strategy.
- Facebook for Business (Intermediate).
- Enhance your Business with Digital.
- Pinterest, Instagram and Photography for Online Businesses.

LGAP Programme

- Pathways to Public Procurement – new 2 hour session on writing the perfect tender.
- Managing for the First Time – workshop confirmed will take place on 16 January 2019.

Other planned events /activities:

- 🌐 Moray Fundraising Seminar - Elgin Town Hall.
- 🌐 Business Loan Scotland - Conference calls regarding BLS Tender for Phase 2 of the SME Holding Fund.
- 🌐 Meeting with Donna Chisolm (HIE) - Developing Entrepreneurship in Moray.
- 🌐 'ONE' Meeting at BG Moray with HIE - Supporting the Food & Drink sector – discussion.
- 🌐 Moray/ Highland Council Partnership Board meeting - Horizon Scotland.
- 🌐 HIE/ BG regular client progress meeting - BG Moray.
- 🌐 Amazon Rural Academy - An Lochran Inverness.
- 🌐 W/C 5 November - Moray Business Week 2018. **The full programme of events can be found in Appendix 1 of this report** and places can be booked by going to Eventbrite. <https://www.eventbrite.co.uk/e/moray-business-week-2018-tickets-49379805327>
- 🌐 Joint BG Highland & Moray Team meeting - Inverness.

Appendix 1



.....creating an enterprising future in Moray



FULL PROGRAMME

Monday 5th November

[Moray Chamber of Commerce Awards Lunch](#) - 11:30am-2:30pm The Moray Chamber of Commerce lunch opens this year's Business Week. Join us for the Annual Awards as we come together to celebrate Moray business. This year the awards will be hosted by MFR at The Mosset Tavern.

Tuesday 6th November

[Living Wage Business Breakfast](#) – 8:00am-9:30am Join us at this breakfast event organised by Moray Foodbank and hosted by Business Gateway Moray. Find out more about the Living Wage, the benefits of paying it and the myths around it.

[The Changes to Data Protection Legislation](#) - 10:00am-12:00pm - How These Impact Upon Your Organisation. There will be clear, concise guidance as to what you need to be aware of and what steps you need to take in order to ensure that you are compliant. Sign up now for this FREE seminar.

[Who Wants to Pay Less Tax? Lunch 'N' Learn](#) – 12:30pm-2:00pm Join Business Gateway Moray for a Lunch 'N' Learn event to find out if you are paying too much tax.

[Fraud - The Hidden Industry Seminar](#) – 3:00pm-5:00pm Attend this Business Gateway seminar to find out how you can protect your business against fraud.

Wednesday 7th November

[Video Production for Social Media](#) – 9:00am-12:00pm Do you want to find out how you can use video to capture your audience online? Attend this Business Gateway Digital Boost event to discover how this kind of content has become a powerful way to engage with your audience.

[Internationalisation Lunch](#) – Highlands & Islands Enterprise 12:00pm-2:00pm This lunch-time event (lunch is included) is a must for anyone trading internationally. Shona Tennant from Brodies, Solicitors will cover Intellectual Property and protecting your brand, including sharing those assets with your international supply chain and protecting your domain name.

[Cyber Strong Business Masterclass](#) Highlands & Islands Enterprise - - 2:30pm-4:30pm This masterclass is targeted at businesses of all sizes and sectors and aims to make them aware of the risks that they face online

[Pathway to Public Procurement Workshop](#) - 3:00pm-5:00pm Attend this Business Gateway workshop to help you understand all about the public sector tendering process and how to submit the perfect tender.

Thursday 8th November

[Year of Young People Business Breakfast](#) – 8:00am-10:00am DYW Moray and Moray Chamber of Commerce are joining up forces with Elgin High School's Pupils to offer a Business Breakfast for professionals across Moray.

[Drones & UAVS - Scottish Industry Expo](#) Highlands & Islands Enterprise – 9:00am-4:30pm A one day conference to get hands on with Drones and UAVs, and receive expert advice on the legislation, safety and training to use them in your business.

Friday 9th November

[Moray Speyside Tourism Conference](#) – 9:00am-5:00pm Join fellow tourism businesses from across Moray and beyond at the Eight Acres Hotel, Elgin on Friday 9th November for the 2018 Moray Speyside Tourism Conference

[Innovate your Business Clinics](#) - Highlands & Islands Enterprise 9:00am-5:00pm Innovate Your Business (IYB) aims to help businesses in the Highlands and Islands develop new ideas into commercially viable opportunities. Book a one to one appointment with an Innovation Specialist to see how IYB can help you in exploring unexploited market opportunities, overcoming internal process/efficiency challenges, increasing your turnover and attracting external investment (if required) to take it to market.