

BUSINESS GATEWAY MORAY ACTIVITY & PERFORMANCE REPORT

QUARTER 3

1 October - 31 December 2019



SAVE THE DATE

MORAY BUSINESS SHOWCASE

Thurs 21st May 2020

Free for attendees

Exhibitors stalls on sale
Tues 4th February 2020

PRESENTED BY

- MORAY CHAMBER OF COMMERCE
- business gateway
- HIE Highlands and Islands Enterprise
- EMBRACE Elgin
- fsb⁸ Experts in Business
- University of the Highlands and Islands
- Skills Development Scotland



Good News Stories in Q3

Mini First Aid - Kinloss



Mini First Aid offers a range of classes across Moray for all the family; parents, grandparents, carers and for children as young as three years old, training them in basic and life-saving first aid.

Classes are delivered in a relaxed and comfortable style and give attendees the confidence to know what actions to take if faced with a medical emergency.

BG supported the client through the financial planning and start up process

Buff and Blue Prints - Lossiemouth

Hayley Anderson started her new venture, Buff and Blue Prints while living in Dubai. Buff and Blue has grown to offer high quality handmade goods designed and now manufactured in Moray. Each and every product is designed and made using the finest, ethically sourced materials. BG Moray has helped the client with her marketing strategy and also making connections with retail outlets throughout the UK.



Roehill Springs Gin, Keith



From an area famous for its malt whisky, now comes a gin of distinction. Roehill Springs Distillery is a small artisan gin distillery on the third generation family-run farm and is based in the picturesque Burn of Aultmore Glen in Moray.

BG Moray supported Roehill Springs to produce a robust business and financial plan.

This was able to satisfy HMRC and their proposed lender that this was a viable business opportunity.

Gorse & Still

Appearing at London Fashion week and winning the Most Promising enterprise award sponsored by Business Gateway at Moray Chamber Awards Lunch are only 2 of the highlights for this new business in 2019.

Every product has been ethically sourced, hand crafted and hand poured with soy wax to create quality candles using the finest of ingredients from Speyside.

Gorse and Still was a founder on the first cohort of the Moray Accelerator



Performance Statistics

Core Service	Oct '19	Nov '19	Dec '19	Progress to date 2019/20	2019/20 Target	18/19 Year-End Outcomes
Business Start ups	14	16	5	134	130	132
Approved Growth Advisory Services (GAS)	7	5	2	33	30	44
Approved Growth Pipeline (GP) - HIE	0	0	0	3	2	4
Approved Account Management (AM) HIE	1	0	0	2	2	1
Start Up Workshops	1	4	1	15	24	28
Total activities (enquiry actions /appointments)	59	71	26	586	800	852
Access to finance / Investor readiness	9	2	1	36	20	20
LGAP (Local Growth Accelerator Programme)						
Specialist Advice						
Businesses assisted with 1-2-1 Specialist advice	0	0	0	1	5	11
HR Advice						
Businesses assisted with 1-2-1 HR advice	0	0	0	1	5	1
No of jobs created	0	0	0	2	10	2
Growth Workshops/ SME Accelerator						
Full Day Workshops Delivered	5	1	0	6	5	8
Number Workshop Attendees	58	12	0	70	50	71
Unique businesses assisted	58	12	0	70	50	84
Digital Boost Half day workshops delivered	2	2	0	10	16	21
Digital Boost Workshop attendees	32	28	0	130	144	219
Digital Boost 121 Support	1	0	0	2	6	6
Additional Local Events delivered						
No. of Events				22	10	28
No of Businesses Attending				1728	500	1800

Business Start ups

A busy Q3 resulted in a higher number of start-up businesses than in recent years which is a very encouraging economic indicator for Moray. 35 new enterprises were confirmed in Q3 and evidenced by methodology such as HMRC/Companies House registrations and/or Business bank accounts being opened. These new ventures started with direct interventions from BG Moray, and bring the total starts at the end of Q3 to 134. In addition a total of an additional 186 FTE jobs have been either retained or created in at the end of Q3 by these start-up businesses and business purchases – up compared to this time last year. Job creation and retention remains a key element of BG's KPI's.

***Total loan funding secured at the end of Q3 by Start-Up businesses as a direct result of BG interventions = £304K**

Types/location of start-ups this quarter include:

Driving Instructor	Elgin
Hairdresser	Kinloss
Beauty Room	Cullen
Dog Walking	Buckie
IT Consultancy	Dufftown
Lino Print Gifts	Lossiemouth
Dog Behaviourist	Lossiemouth
Handyman	Lhanbryde
Campervan Hire	Cullen
Photography and Videography	Elgin
Gin Distillery	Keith
Ready Meals Production	Cullen
Car Valeting	Keith
Consultancy / Training Provider	Rothies
Café	Lossiemouth
Hydrodipping Service	Elgin
Social Media Management	Forres
Window Cleaning	Forres
Social Media Management	Forres
Photographer	Keith
Community shop	Buckie
Consultancy	Alves
Childrens Clothing	Kinloss
Online Retail Clothing Outlet	Fochabers
B&B	Elgin
Dog Groomer	Portknockie
Social Media & Marketing	Elgin
Bakery	Forres
Virtual Assistant	Fochabers
First Aid Trainer	Kinloss
Confectioner	Arradoul

Business Growth Support

Q3 saw a further 15 businesses engaged in more depth with BG exploring growth opportunities which they have identified. They have been supported to produce Growth Action Plans and business growth plans. It would be prudent to observe that in many cases there is still anxiety over the uncertainty that Brexit will bring for businesses. Some have identified it a positive and others as negative. This is very much down to the markets they are working within. Those servicing local markets or those trading within the UK appear to be prepared to go ahead with their plans and are less cautious than those for example currently selling goods to the EU or who purchase raw materials or other goods from the EU - future tariffs being the main concern. Some business are indeed stockpiling materials at this time especially in the Food and Drink and Manufacturing sectors. However, that said, business resilience of Moray SME's with growth ambitions is strong and we will continue to support them in this uncertain economic climate.

Types of businesses supported in Q3 include:

- Sock Manufacturers
- Distribution and training on Hair and extension products
- Upcycled children's clothing
- Recruitment Agency
- Fencing contractor
- Manufacture of Candles and home accessories
- Gaming and IT Centre
- Manufacture of Natural Apple Juice
- Early years Nursery
- Restaurant
- Speyside Vodka Co
- Country Estate
- Musician

***Total loan funding secured at end Q3 by growth businesses as a direct result of BG interventions = £1.5m**

Workshops:

Core workshops delivered

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

New* Business Planning evening Webinar*
Finance evening Webinar*

In November 2020 we introduced 2 new core workshops in the form of webinars. This is the first time these have been delivered in Scotland by a Business Gateway team in Scotland and these were developed by BG Moray in conjunction with 'The Roberts Partnership' (A framework provider). Each webinar ran in November and were delivered to meet the demands of those clients who are considering starting a new venture but are in full time employment and cannot attend BG workshops running during the day. More will follow in 2020 given the encouraging take-up in places.

Digital Boost: As an integral part of our digital awareness/upskilling programme during Q3 we delivered a number of workshops detailed below plus additional specialist 1-2-1 sessions (up to 21 hours per business) delivered to local businesses

Pinterest, Instagram and Photography for Business – Digital Boost

How to use image sharing apps Pinterest and Instagram to grow your business. Learn how to shoot, process/upload photos.

Video Production for Social Media – Digital Boost

Video captures people's attention online and is becoming increasingly important for engaging with potential, or real, clients.

Facebook for Business (Intermediate) – Digital Boost

This workshop is designed for people who want to deepen understanding of how Facebook can be used to engage with a target audience in order to boost conversions

LinkedIn for Business (Intermediate) – Digital Boost

Want to boost your business with LinkedIn? We'll take you beyond networking by showing you how it can market your products and promote your brand

Local Marketing/PR

BG Moray's Facebook and Twitter Pages are important marketing platforms for our business skills workshops, BG events and sharing information and business support available. Published or shared in on our digital platforms in Q3 were:

- Supplier Development Launch event in Moray
- Support for businesses preparing for Brexit
- PR for local businesses starting and growing in Moray with BG support
- BG support for the Herald Family Business awards
- Funding
- Opportunities for Moray Businesses to secure places on Trade Missions to Landshut
- Moray Chamber Award – BG Sponsoring Most Promising Enterprise Award
- Information for EU Citizens living in Scotland and to businesses unsure about what Brexit could mean to them or their workforce
- North East Food and Drink Awards
- Moray Tourism Conference
- Scottish Low Carbon Fund for Business
- New Co-working space for businesses in Elgin
- Re-freshed internal and external branding at the BG office in Elgin
- New supplier Development workshops available to SME's in Moray
- UHI Business Competition

BG National Marketing Activity

The BG advertising campaign was planned in Q3 and will run from 12th January until the end of March. This will include TV airtime w/c 13th January and will run until 1st March. Mainstream channels (STV, Border and C4) will target the Generic Audience (Start up and growth clients) and Sky Adsmart will target Business Owners/Directors. The TV airtime will be underpinned by other key media including digital (PPC, Social media, Digital display ads), business magazines (print and online), local press, and radio airtime to ensure high coverage of the target audiences and strong visibility.

Online Tutorials The first two Business Gateway Online Tutorials are now live and can be found here:

Name	URL
Bringing your business idea to life	https://www.bgateway.com/resources/bringing-your-business-ideas-to-life/overview
Taking on an Employee	https://www.bgateway.com/resources/taking-on-an-employee/overview

BG National Marketing Unit have just started promoting these and uptake will be taken into account when considering the next steps of BG Online Tutorial development.

BG Website – Recent Content Added to the Site:

- **LendingCrowd Information:** <https://www.bgateway.com/resources/sme-loans-from-lending-crowd>
- Retention of International Staff: <https://www.bgateway.com/resources/retention-of-international-staff-tier-2-immigration-workshop>
- **Considerations when starting a business:** <https://www.bgateway.com/resources/considerations-for-starting-your-own-business>
- **Business Plan** – BG have reviewed the Business Plan template/checklist and placement/copy on the website. Worked with a BG advisers to ensure this content is fit for purpose. BG digital agency are now scoping out the changes that are required for the website with a view to this being updated by the end of January.

Next Quarter Visibility:

Supplier Development—SDP will deliver workshops in Moray during 2019/20 designed to increase the chances Moray businesses to secure public sector contracts. The first workshop to be held in January 2019 has 12 businesses which have booked place and 15 have booked on to the February:

- Improving your Bid Score – 16 Jan 2020
- Tender Procedures and the ESPD – 19 Feb 2019

Coastal Communities Fund – Discussions are taking place within the Economic Growth & Regeneration team to develop how the fund could be delivered in 2020/21, the area the fund will cover and eligibility criteria. A proposal will be in place by April 2020.

Scottish Apprenticeship Week – S.A.W. will take place during March 2020. BG Moray has been working closely with DYW (Developing the Young Workforce) and other stakeholders to plan and develop events Moray will deliver. 2 events to promote the ‘Apprenticeship Family’ in the Laichmoray Hotel, Elgin on 3rd and 4th March 2020 - a Social Media Campaign will run throughout the week. One event will support SME’s and the other will focus on parents and young people. Both events will be set up in a ‘world café style’ with attendees gleaning information on the support available to businesses when they employ young people and what is available to parents and students throughout their apprenticeship journey. **The outcomes:** SME’s and parents have more knowledge about the advantages of employing an apprentice; Young people wishing to enter the workplace understand what apprenticeship opportunities have to offer.

BG Business Growth Programme 2020/21: This programme has been agreed in principle, the detail of which will be developed further in Q4, and delivered via a procured framework of providers, managed by BG. The programme will include but not be limited to: Specialist Advice, Moray Accelerator, Business Growth Workshops & Masterclasses, Specialist Advice, and a Moray Business Showcase Event.

Moray Enterprise Hub Project Board: Inaugural meeting of the Board will take place in February 2020 and will be led by Moray College UHI – BG has been invited on to the project board as a partner to help move forward plans for an Enterprise Hub in Moray which are being pursued as part of the Growth Deal.

Diversity & Recruitment Fayre – BG Moray will take a stand at this event during Feb 2020 in Moray College UHI.

BG CRM System ‘Champions’ Training Day: As part of a new training delivery model, an essential training day will be held on **Monday 17th Feb** at the Cosla Conference Centre in Edinburgh from 9.30am to 4pm. All BG ‘system super users’ from all local authority regions will attend. The CRM champions are a vital part of the local delivery network and this training day is intended to update the skills needed to carry out their roles in areas such as:

- 🌐 Understanding and using dashboards and Advanced Finds
- 🌐 Reporting
- 🌐 Data quality and integrity
- 🌐 Troubleshooting local issues
- 🌐 Training new users
- 🌐 Communications

Moray Business Showcase 2020 – Although this event is not scheduled until **Thurs 28 May 2020** at the new Moray Sports Centre, a ‘**SAVE THE DATE**’ notice has already been put out via lead partners Moray Chamber of Commerce and Business Gateway Moray on social media platforms and has been shared by all stakeholder partners. Early interest from businesses is very encouraging and an ‘early bird’ exhibitor offer will be available from 4 February 2020. Planning is well advanced and a fully costed marketing plan will be implemented in the lead up to the event along with the production of a programme and exhibitor list.