

BUSINESS GATEWAY MORAY QUARTERLY ACTIVITY & PERFORMANCE REPORT

1 July - 30 Sept 2020



KEY PERFORMANCE INDICATORS

KPI's 2020/21	July	Aug	Sep	Q1	Q2	Q3	Q4	Progress to Date	Yearly Target
Business Start ups	18	20	10	14	48	0	0	62	130
Moved into Growth Advisory Services (GAS)	0	0	0	1	0	0	0	1	30
Moved into Growth Pipeline (GP)	0	0	0	1	0	0	0	1	4
Moved into Account Management (HIE)	0	0	0	3	0	0	0	3	4
Total No. of Enquiries	70	68	68	368	206	0	0	574	800
Repeat Enquiries	22	20	19	75	61	0	0	136	400
START UP Workshops/ Webinars									
No. of Workshops	0	0	0	0	0	0	0	0	25
No. of delegates	0	0	0	0	0	0	0	0	200
No. of Webinars	0	0	0	4	0	0	0	4	10
No. of Delegates	0	0	0	82	0	0	0	82	100
Generic Growth Workshops/Webinars/Specialist & Sector Specific Advice									
Days 1-2-1 Expert Help / Sector Specific advice	0	0	0	0	0	0	0	0	27
Half day workshops / Webinars	0	0	0	7	0	0	0	7	14
Full day workshops/webinars	0	0	0	0	0	0	0	0	8
No. of Delegates	0	0	0	156	0	0	0	156	175
Investor Ready Financial Sessions	2	2	1	15	5	0	0	20	20
Digital Boost									
Half day workshops	0	0	0	0	0	0	0	0	16
No. of Delegates	0	0	0	0	0	0	0	0	160
1-2-1 Sessions	0	0	0	0	0	0	0	0	6
Other Moray Events									
No. of Additional/Partner Events	0	0	0	2	0	0	0	2	10
No. of Delegates	0	0	0	106	0	0	0	106	500
LGAP Funds Re-invested (over 2 years)									
Moray Accelerator 2									
No. of Founders	0	0	0	0	0	0	0	0	12
Covid Survive and Thrive Programme (New measure)									
Webinars	0	0	1	0	1	0	0	1	4
Expert Help 1-2-1 Sessions	0	0	0	0	0	0	0	0	25
Additional Specialist Advice (Sector Specific)									
No. of days approved	0	0	0	0	0	0	0	0	8
Moray Business Showcase									
No. of Businesses Supported	0	0	0	0	0	0	0	0	70
No. of Visitors	0	0	0	0	0	0	0	0	300

BUSINESS START UPS

Our focus during Q2, as an integral part of the Economic Growth & Regeneration Team continued to be on business support of a different kind and this was to administer the Self employed Hardship fund and the B & B fund

Due to the Covid-19 outbreak we expected start-up activity to decrease but indeed it did not and as a result Moray bucked the trend and showed a steep rise in start-ups in Q2 with a total of 48 new ventures starting up and registering with HMRC – this brings the total start-ups since April 2020 so far to 62. We would hope to see this trend continuing – however it has to be recognised that some start up activity from Oct 2020 onwards may be as a result of people facing redundancy and having to look closely at options to ensure they have an income in what will continue to be an uncertain time both economically and personally.

***Total loan /grant funding secured to date by Start-Up businesses in Q1 & 2 (in addition to specific covid-19 funds) as a direct result of BG interventions = £475K – along with an additional jobs – 77 FTE in total**

Types/location of start-ups this quarter include:

Campervan Hire	Elgin
Fabrication	Lhanbryde
Green Energy Co	Findhorn
Glamping Pods	Keith
Electrical Installations	Forres
Homebakes	Elgin
Fitness Coach	Elgin
Contract Cleaning	Elgin
Private Vehicle Hire	Cullen
Jewellery Creation	Elgin
Film Maker	Mosstodloch
Wellness Coaching	Findhorn
Classic Car Maintenance	Buckie
Bistro/Eatery	Elgin
Candles/Melts	Keith
Personal Trainer	Buckie
Hair Stylist	Elgin
Electrician	Longmorn
Specialist Waste Disposal	Burghead
Beauty Therapy	Elgin
Vibrational Healing Centre	Elgin
Artisan Coffee Roasting	Dufftown
Structural Engineering	Buckie
Agricultural Building Construction	Keith
Interior Design	Fochabers
Online Eco Shop	Elgin
Fish & Chip shop	Buckie
Garden Maintenance	Glenlivet
IT Specialist	Forres
Painter & Decorator	Buckie
Plumbing & Heating Engineer	Lhanbryde
Educational Consultant	Cullen
Scottish Liqueur Production	Hopeman
Café	Keith

BUSINESS GROWTH SUPPORT

Business growth was not very apparent in many Moray businesses during Q2 as many are still affected by restrictions imposed as a result of the prevalence of Covid-19. The priority for established businesses continues to be one of resilience and BG Moray continues to work with colleagues in the MC Economic Growth & Regeneration Team, as well as with members of the Moray Resilience Forum to help mitigate issues that businesses are currently experiencing.

We are working with colleagues in HIE Moray, to identify companies with ambitious growth aspirations that would benefit from a collaborative approach to support without focussing on, Growth pipeline or Account management as potential outcomes. Support is support wherever it comes from, but we have to focus more on what that looks like and that it is delivered at the right time for businesses to benefit during these challenging times. We are also looking at the economic landscape with a sectoral approach which should also enable us to ensure we support key sectors in Moray which fits strategically with the Moray Economic Strategy 2019 – 29.

We are hopeful that this will continue to inform us about measures which need to be considered to help mitigate businesses in Moray from closing or limit the number employees facing redundancy. By targeting the support offered we are hopeful that what is offered going forward will have a positive impact on the local economy.

***Total loan /grant funding secured to date by growth businesses (in addition to specific covid-19 funds) as a direct result of BG interventions = 631K**

BG MARKETING/PR

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

- COVID-19 FUNDS: ALL information and updates linked to Coronavirus (COVID-19): hardship and resilience funds available to businesses and appropriate links
- HIAL Travel Survey
- Supplier Development Programme – MOD contract opportunities
- Healthy Working Lives Toolkit
- Moray Council outside space applications process
- Eat out To Help Out Scheme
- BG National webinar on 'Restarting the Tourism Sector'
- Recovery plan for Moray businesses survey
- Digital Boost Programme launch
- BG Covid Hub
- Meet the Buyer North Virtual Event (BG attended with MC Procurement Team) – 1500 attendees online
- BG online Podcast series
- Elgin Free parking Extension
- Test and Protect Launch
- Moray Growth Deal Heads of Terms signed
- Hotel Support Programme
- Events Industry Support Fund
- Kick-start Scheme Launched
- BG National webinar on 'Protect your small business from hackers'
- Young Company Capital Investment Grant Scheme launched
- Survive & Thrive Webinar – 'Business Basics'
- Attended BG National Operational Network Meeting (virtually)

Window Vinyls: Each BG area has an allocated 'ad-hoc' national marketing budget which BG Moray has chosen to use part of, to produce window vinyls for the former Poundworld premises on Elgin High street. These premises have been empty for some time and become an eyesore, not currently attractive to prospective new businesses - they are also very visual from Commerce St. Although the vinyls are no guarantee of new tenants in the short term – they will clearly tidy up that site and at the same time promote Business Gateway Moray support services available to local businesses. We have worked with CCL Property Agency in Elgin to ensure we have landlords' permission to do the work carried out by a local Graphics company. Elgin BID have indicated they will do something similar to the former 'YES' shop which will take improvements to the end of that block. These should be in place in Q3

BG National Marketing campaign Q2

Business Gateway Podcast Series:

We recorded a new episode for the BG Podcast series. This episode was around business owner and employee mental health. The next two episodes are on: Starting up a business here and now and Making the most of digital marketing. You can listen to the BG and DB podcast series here: <https://anchor.fm/digitalboost-bites>

SG and Joint Agency Campaign:

We remain heavily involved in this joint campaign initiative, working with partners to streamline the next phase of the campaign through August and early September. Ensuring our own campaign and those of other agencies (like SDS) do not overlap or clash.

Right Time To Start Up Article in The Herald:

This article with our Chief Officer featured in The Herald and has been very well received and shared widely: <https://www.heraldscotland.com/news/18596331.agenda-right-time-launch-business/>

Test and Protect – Considerations for Business article:

BG released this FAQ on what businesses should consider when thinking about Test and Protect and people management: <https://www.bgateway.com/resources/test-protect-considerations-for-your-business>

Scot Govt Guidance - Homeworking:

We saw the release of the homeworking guidance for businesses and the self-employed and have added it to the Coronavirus hub. Here is the link: <https://www.gov.scot/publications/coronavirus-covid-19-guidance-for-homeworking/>

New BG Moray web pages content in progress:

- Starting up a business despite challenging times - Podcast
- Online Booking Systems – guide
- What to consider to diversify your offering – article
- A route map to finding new customers - long article/guide
- Retaining your new customers – article
- Optimising Google My Business – guide – 3rd in the series
- 10 things businesses need to consider when preparing for Brexit – article

ADDITIONAL LOCAL ACTIVITIES

During Q2, much of our efforts were taken up responding to the COVID-19 pandemic and its impact on the Moray economy. BG played an integral role along with EDR colleagues in Moray Council in setting up the processes needed to deliver grant funding to businesses through various government schemes. We worked with HIE, helping businesses to pull together the evidence and financial projections required to access many of the subsequent Covid-19 funds made available to businesses.

Procurement process started in September for the delivery of our BG core and Growth programmes for 2020/21 & 2021/22.

ITQ was advertised on PCS & PCST and the scoring process will take place during October '20, once submissions have been received, with contracts being awarded to start being rolled out November '20 for the following:

- Delivery of Core Start up webinars
- Delivery of Core Growth webinars
- Delivery of Expert Help 121 sessions
- Delivery of Sectoral 121 Sessions
- Delivery of the Digital Boost Programme (webinars and 121 specialist sessions)

These programmes will be planned, managed and delivered by BG Moray in conjunction with successful contractors.

FORWARD PLANNING

As we move into Q3 we will conclude the procurement process for the delivery of all BG products and services for 2020-22. How we deliver this will vary from what we have done previously given the current restrictions of providing face to face support. However, as things change in the future we have built in flexibility to deliver locally based workshops and support which meets an ever-changing economic landscape.

Covid-19 funds: We will continue with our EDR colleagues, to deliver Business Hardship funds as appropriate and as instructed by UK and Scot Govts

MIM Growth Deal Group / BEH Board – BG were invited to attend these meetings and will continue to support stakeholder partners in the formulation of the business case

Moray Business Women Awards 2020: BG has been asked to judge the awards again this year and have agreed to take part in the process during Nov '20

New Webinars and other support will be available on the BG Moray webpages:

<https://www.bgateway.com/local-offices/moray/events?>