

BUSINESS GATEWAY MORAY QUARTERLY ACTIVITY & PERFORMANCE REPORT

1 January - 31 March 2021



Resilience

Diversification

Innovation

Our focus during Q4, as an integral part of the Economic Growth & Regeneration Team continued to be on business support through administering the Strategic Framework Business Fund as well as the Top up fund for hospitality and retail, the Small Accommodation Providers Paying Council Tax Fund (Waves 1,2 and 3). We also assisted the NDR/ Taxation Team to deliver the Exclusive Use Grant and the Large Self-Catering Grant in conjunction with the SFB Fund. The Economic Growth and regeneration Team were also tasked with developing new support packages using the additional discretionary funds made available to local authorities to help businesses to re-start after the lockdown which started on 26 Dec 2020. This resulted in the Discretionary Business Re-start Grants. This fund provides a one-off re-start grant of £8,000 to successful applicants which pay NDR & have not been able to access any funding since October 2020. Launch will be 9 April 21.

KEY PERFORMANCE INDICATORS									
KPI's 2020/21	Jan	Feb	Mar	Q1	Q2	Q3	Q4	Progress to Date	Yearly Target
Business Start ups	0	1	1	14	48	27	2	91	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	64	67	72	368	206	169	203	946	800
Repeat Enquiries	38	35	44	75	61	69	117	322	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	2	3	2	4	1	4	7	16	10
No. of Delegates	15	18	7	82	22	28	40	172	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	2	3	3	7	0	1	8	16	14
Full day workshops/webinars	0	0	0	0	0	0	0	0	8
No. of Delegates	15	18	25	156	0	7	58	221	175
Investor Ready Financial Sessions	3	2	1	15	5	4	6	30	20
Digital Boost									
Half day webinars	3	4	4	0	0	5	11	16	16
No. of Delegates	30	44	45	0	0	42	119	161	160
1-2-1 Sessions	5	1	0	0	0	6	0	6	6
Other Moray Events									
No. of Additional/Partner Events	0	1	0	2	0	2	1	5	10
No. of Delegates	0	19	0	106	0	95	19	220	500
LGAP Funds Re-invested (over 2 years)									
Moray Accelerator 2									
No. of Founders	0	0	0	0	0	0	0	0	12
Webinars	0	0	0	0	2	2	0	4	4
Expert Help 1-2-1 Sessions	0	6	1	0	0	9	7	16	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	0	0	300
Brexit 1-2-1 Specialist Support (from Jan 21)	0	3	2	0	0	0	5			5	0
Procurement 121 support (from Jan 21)	0	0	1	0	0	0	1			1	0

BUSINESS START UPS

Due to the Covid-19 outbreak we expected start-up activity to decrease and in Q 4 and unfortunately this has happened – we have seen the lowest number of start-ups since Business Gateway launched in 2009 in Q4 with a total of 2 new ventures recorded as starting up and registering with HMRC – this brings the total start-ups for the year to 91. Although the target set in March 2020 before the pandemic impacted our local economy, have not been met – we are encouraged with the overall number of new ventures that have started up with BG Moray interventions during these challenging times. Many proposed start-ups may have delayed setting up their new ventures until the current restrictions start to ease from April through June 21 and our intention is to engage again with the entrepreneurs who have indicated that this was their intention to assure them that BG Moray is there to support them in any way we can. In addition, people will be facing redundancy as the furlough scheme comes to an end in September 2021 and individuals will have to look at their options to ensure they have an income in uncertain times both economically and personally. Considering self-employment will be one option and we are ready to meet that challenge and support people who want to consider this as a way forward in 2021.

***Total loan /grant funding secured to date by Start-Up businesses this year (in addition to specific covid-19 funds) as a direct result of BG interventions = Total leverage to date £500K + 121FTE**

Types/location of start-ups this quarter include:

Electrical Contractor	Elgin
Gourmet Ready Meals	Forres

BUSINESS GROWTH SUPPORT

Business growth was still not very apparent in many Moray businesses during Q4 as the latest lockdown continued to impact on many business decisions being made. The priority for established businesses continues to be one of resilience and diversification and BG Moray continues to work with colleagues in the Moray Resilience Forum to help mitigate issues businesses are currently experiencing.

We are also working with HIE Moray colleagues, to support companies with ambitious growth aspirations that would benefit from a collaborative approach. Support is support wherever it comes from, but we have to focus more on the right support delivered at the right time for businesses to benefit during these challenging times.

By targeting the support offered we are hopeful that it will have a positive impact on the local economy.

***Total loan /grant funding secured to date by existing businesses to help them diversify and innovate this year (in addition to specific covid-19 funds) as a direct result of BG interventions = £1.19m**

BG MARKETING/PR

BG Moray's Facebook and Twitter Pages continue to be 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)
- BG Digital Boost webinars
- New 1-2-1 Brexit and 1-2-1 Procurement Support for Moray businesses via BG
- BG Tourism Adaptation seminar
- BG Start up and resilience webinars
- Digital Boost Development Grant
- Visit Scotland Tourism Webinar

- Moray chamber Brexit Webinar - BG Guest speaker
- MC Discretionary Fund open
- 2nd round Newly Self Employed Fund open
- Amazon webinar
- Hardship Fund For Creative Freelancers open
- Spring Budget Summary
- B& B's, Guesthouses and Other Small Serviced Accom Providers & Self-catering businesses (paying Council Tax) open
- Scottish Government Roadmap on easing restrictions: KEY DATES
- BG Women in Business Webinar with Carolyn Currie CEO WES
- £25 million for Tourism Recovery Fund announced

BG Moray - WEBINARS

Core Start up and growth / Diversification Webinars delivered in Moray during Q4

18-Jan-21	Start Up Awareness 1
25-Jan-21	Start Up Awareness 2
4-Feb-21	Bookkeeping
11-Feb-21	Marketing
23-Feb-21	Social Media - The Basics
10-Mar-21	Start Up Awareness 1
17-Mar-21	Start Up Awareness 2
13-Jan-21	Self-Promotion for the Creative Ind
14-Jan-21	Self-Assessment
15-Jan-21	Intellectual Property
18-Feb-21	Trading Online
19-Mar-21	7 Steps to Profitability
23-Mar-21	Cloud Accounting
25-Mar-21	Think Quality

Digital Boost webinars delivered in Q4

12-Jan-21	Video Production for Social Media
21-Jan-21	How to Get Found Online - SEO
26-Jan-21	LinkedIn For Business
1-Feb-21	Photography for Business Online
9-Feb-21	Pinterest for Business
16-Feb-21	Facebook for Business
4-Mar-21	Video Production for Social Media
11-Mar-21	Building a New Website
16-Mar-21	Instagram for Business

Additional webinars delivered via BG National in all areas across Scotland during Q4:

- Restructuring your Business for 2021
- HR – The essentials for running a business
- Business Survival – Advice, tips and actions you can take now
- Writing a business plan – Why it's essential for ALL businesses

BG National Marketing Q4

National Marketing efforts have concentrated on raising awareness of Covid Support announced by UK and Scot Govts and also directing businesses on how to access that funding through Local Authorities and other enterprise Agencies during Q4.

Other content in the pipeline

- Live Podcasts with BG managers from all areas across Scotland being invited to host
- National panel webinars – Importance of digital when starting up a new venture

ADDITIONAL LOCAL ACTIVITIES

During Q4, much of our efforts in supporting businesses have continued to be taken up responding to the COVID-19 pandemic and its impact on the Moray economy. BG has played an integral role along with EDR colleagues in Moray Council in setting up the processes and delivering grant funding to businesses through various government schemes.

However in February BG Moray was invited to guest on a Brexit Webinar hosted by Moray Chamber of Commerce to highlight the support that is being offered to Moray businesses through the newly procured Brexit specialist support Programme which will run for 2 years from Jan 2021 as part of the Moray Economic Recovery Plan

FORWARD PLANNING

Local plans: As we move into Q1 2021/22 we will continue to manage and deliver all BG products and services. These plans are now in place ready for the year ahead. We will continue to deliver 1-2-1 start up and business growth advice in-house using online platforms in the short term. We will also be offering specialist sectoral support, Digital Boost Programme and start up and growth webinars online via Teams and Zoom. Face to face support is not likely to take place with businesses for some time given the planned rollout of the vaccine programme. However, we have built in flexibility to deliver face to face when it becomes safe for us to do so – either in the BG premises in Elgin or at the businesses premises we are supporting. (Risk assessments having been undertaken)

BG National Marketing Unit will launch a new campaign focussed on support awareness in Q1 2021/22

Moray Economic Recovery Plan: Business Gateway will continue to lead on the delivery of BREXIT and Procurement 1-2-1 support for businesses in conjunction with HIE. Funding was agreed by Council along with the delivery of this type of support as part of the overall recovery plan.

Covid-19 related funds: We will continue with our EDR colleagues, to deliver funds via the Strategic Framework Fund until final payments for this fund are made on or around 19 April along with a new proposed fund - Moray Council Discretionary Re-Start Fund (utilising additional funds made available to all LA's). This fund will provide a one-off re-start grant of £8,000 to successful applicants which pay NDR & have not been able to access any funding since October 2020 with the exception of any small Discretionary Business Fund grants. Funds will be issued on a first come first served basis & will close once the allocated budget is spent.