

**BUSINESS GATEWAY MORAY
QUARTERLY ACTIVITY
&
PERFORMANCE REPORT**

1 April – 30 June 2023



This quarter saw an interesting development in the Business Gateway Moray service when the Moray Council Community Wealth Building post was amalgamated with the Business Adviser post. This has enhanced the service significantly, resulting in additional information and support for businesses and an increased collaboration with a number of local partners and organisations. It has also brought the business advisory service back to full strength allowing engagement at events and planning for future support programmes to take place.

Q1 PERFORMANCE STATISTICS											
BG MORAY STATS 2023/24	Apr 23	May 23	June 23		Q1	Q2	Q3	Q4		Y to D	Target
Business Start-Ups	6	7	7		20					20	130
Total No. of Enquiries	46	37	49		132					132	800
Workshops / Webinars											
No. of National S/U Webinars	7	5	6		18					18	50
No. of Moray delegates	3	3	0		6					6	200
No. of National Growth Webinars	7	16	9		32					32	30
No. of Moray Delegates	4	1	7		12					12	60
No. of National Digital Boost Webinars	29	29	0		58					58	100
No. of Moray Delegates	18	7	0		25					25	220
Specialist Advice											
Days 1-2-1 Specialist Growth Support	0	0	1		1					1	20
Events											
No. of Local BG Workshops/Events	1	0	0		0					0	5
No. of Delegates attending	21	0	0		0					0	40
No. of Additional Partner Events	0	7	5		12					12	10
No. of attendees	0	867	720		1587					1587	500
Moray Economic Recovery Plan											
Procurement 1-2-1 Specialist Support	0	0	0		0	0	0	0		0	N/A

BUSINESS START-UPS

Enquiries remained fairly constant this quarter with advice mainly given face-to-face and with an increase in the number of walk-ins now that the High Street office is fully functional again.

20 start-ups were recorded resulting in 25 FTE jobs created. The type of business and location are noted below showing the range of sectors represented.

Type of Business	Location	Type of Business	Location
Logging Transport	Forres	Mobile Café	Roseisle
Estate Agent	Hopeman	Yoga & Dance Instructor	Findhorn
Grounds Maintenance	Keith	Garage	Buckie
Cleaning	Keith	Caravan Site	Keith
CLD Consultancy	Dyke	Luxury Eco Pods	Glenlivet
Male Grooming Products	Portessie	Beauty	Mosstodloch
Health & Safety Consultant	Lossiemouth	Dog Grooming	Lossiemouth
Pet Supplies	Keith	Tree Services	Kinloss
Counselling	Elgin	Car Detailing	Keith

Start-Up presentations were given to a group of Ukrainian refugees looking to start a business in the UK in collaboration with Moray College UHI and with the assistance of an interpreter.

A second presentation was given to a group of students due to graduate from subjects including horticulture, beauty and counselling who may also look to start their own businesses. This was in collaboration with DYW Moray and included a virtual link to those unable to attend in person.

EXISTING BUSINESSES & GROWTH SUPPORT

Two new contracts for the delivery of specialist advice and for workshops, webinars and masterclasses commenced at the start of May. Expert help given to local businesses this quarter included marketing and rebranding, procurement and succession planning. An increase in the number of procurement enquiries has highlighted the need for more in-depth support and therefore a programme of training and events are planned for later in the year.

As part of the UK Shared Prosperity Funding Business Gateway Moray are facilitating a Business Growth Programme open to Moray based micro-businesses who have ambition to grow. The programme covers a wide range of topics to provide businesses with the tools and skills to support growth ambitions delivered via a blend of in person and online workshops including:

- Generating Ideas, Researching & Planning for Business Growth.
- Financially Managing Growth
- Marketing your Business
- Enhancing your Digital Presence
- Developing your Business Strategy
- Understanding Procurement
- Effective HR and Leadership

The programme is due to commence in September running over a 9 week period and is likely to be repeated next year if successful.

Locally the Business Gateway advisers provided support to a food and drink business tendering for the first time which led to a substantial contract being won.

LOCAL EVENTS, MARKETING & PR

Our first networking event for a number of years was held at the end of April in partnership with the Federation of Small Businesses (FSB). The Lunch & Learn was held in the Town Hall for the Community with a theme of community wealth building where we heard from the Community Wealth Building Officer for Moray Council and representatives of the Moray Firth Credit Union. The 21 attendees included local businesses and partner organisations.

The BG Moray Facebook page continues to be an important tool for sharing information for our webinars, support available plus local and partner events.

This quarter has included posts relating to:

- Core Start-up and Growth webinars
- Planning to Start
- Moray Council tender opportunities including ad hoc Taxi Services and Bakery products
- Our attendance at local events
- Changes to the Small Business Bonus Scheme

NATIONAL MARKETING CAMPAIGNS

Business Gateway National highlighted the support available to start-up businesses this quarter through webinars, online resources and local advisor support.

The National Team also supported Mental Health Awareness week from 15-21 May with a series of morning and lunchtime health and wellbeing sessions to help counter stress and anxiety.

DIGITALBOOST

The Scottish Government have ceased the funding for the DigitalBoost programme which is disappointing and leaves a gap in digital support for small businesses.

Business Gateway Moray has included digital support in the procured specialist advice service but this will only allow a limited amount of support to be provided.

Business Gateway National recognises the importance of the DigitalBoost support and although does not have the budget to provide the previously available specialist advice via projects and surgeries, it has dedicated budget to continue to provide online webinars to be available to all. This was initially to cover until the end of May which is reflected in the performance statistics above but it has been agreed to continue the webinars into the next quarter as part of the core Business Gateway product.

Webinars held this quarter included:

- Photography for Online Business
- Planning & Scheduling Online Content
- Online Sales: Improve, Develop and Make More Money

ADDITIONAL LOCAL ACTIVITIES

MORAY FIRTH CREDIT UNION

Local businesses now have the option to apply for start-up loan funding via the Moray Firth Credit Union, allowing greater access to those who are only looking for small amounts or have barriers to loan applications via the traditional banks and funders.

Business Gateway Moray provides support with business plan and cashflow forecasting to allow businesses to access this funding. This is a new initiative from the Credit Union and is proving to be a successful partnership.

SCOTLAND LOVES LOCAL – MORAY GIFT CARD

The Moray Gift Card continues to grow and by the end of this quarter 30 new businesses had signed up taking the total until the end of June to 228 local businesses accepting these payments.

Sales for this quarter totalled £10,211 with over £16,000 of local spend redeemed

For up to date information see the Moray Gift Card Facebook page: <https://www.facebook.com/MorayGiftCard>

PARTNER EVENTS

The Business Gateway Moray team took stands at the Visit Moray Speyside Conference in May, the Moray Chamber of Commerce Business Showcase at the start of June and the Moray Business Women Conference at the end of June. All provided excellent networking opportunities resulting in an increased awareness of Business Gateway, our team, and the support we are able to provide.

Other events attended include the Moray Town Centres Summit, Zero Carbon Moray, Hydrogen Stakeholders, Buckie High Renewables Fair and a Moray Council engagement event for Alternative Curriculum provision.

The Business Gateway team also provided support to Moray Council Economic Development colleagues with an engagement event at Elgin Academy delivering presentations to support over 600 pupils to design their own 20 minute neighbourhood. Content included active travel, climate change, biodiversity, housing and economy.