

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

1 April – 30 June 2024

Quarter 1



This quarter was a busy one for events and workshops along with planning for the activities stemming from the second year of the UK Shared Prosperity Funding. In addition client enquiries remained at a steady level with a good level of start-ups recorded.

Q1 PERFORMANCE STATISTICS											
BG MORAY STATS 2024/25	Apr 24	May 24	Jun 24		Q1	Q2	Q3	Q4		Y to D	Target
Business Start-Ups	10	12	10		32					32	130
Total No. of Enquiries	46	56	49		151					151	800
Workshops / Webinars											
No. of National S/U Webinars	2	5	4		11					11	50
No. of Moray delegates	2	2	3		7					7	75
No. of National Growth Webinars	2	1	7		10					10	30
No. of Moray Delegates	2	1	7		10					10	50
No. of National Digital Webinars	12	12	11		35					35	100
No. of Moray Delegates	3	6	8		17					17	220
Specialist Advice											
Days 1-2-1 Specialist Growth Support	-	-	-		-					-	15
Events											
No. of Local BG Workshops/Events	-	-	3		3					3	10
No. of Delegates attending	-	-	31		31					31	120
No. of Additional Partner Events	2	4	3		9					9	N/A
No. of attendees	70	815	195		1010					1010	N/A

BUSINESS START-UPS

The majority of enquiries this quarter related to start-up advice with 32 start-ups recorded resulting in the creation of 32 FTE jobs. A sample of the type of businesses and locations are noted below indicating a range of sectors represented.

Type of Business	Location	Type of Business	Location
Spanish Tapas Food Van	Elgin	Watersports	Findhorn
Business Coaching	Keith	Joiner	Elgin
Window Cleaning	Elgin	IT Services	Forres
Writer	Lossiemouth	Sports Massage	Elgin
Security	Elgin	Photography	Elgin
Music Events Management	Elgin	Mobile Bar	Kingston
Watersports Safety Devices	Dufftown	Forklift Training	Elgin
Personal Training	Elgin	Childminder	Forres
Outdoor Sauna	Cullen	Hairdresser	Dufftown

EXISTING BUSINESSES & GROWTH SUPPORT

Enquiries from existing businesses this quarter included funding options for growth, e-commerce, taking on first employees, taking on premises and tendering for contracts

Moray Business Growth Programme

Funded by the UK Shared Prosperity Fund, the second cohort of the Business Gateway Moray Growth Programme commenced on 20th May. Following feedback from attendees of the first programme the format was adjusted to 6 in-person sessions rather than 10 online and in-person ones. 11 businesses completed the programme and provided very positive feedback. Additional funding for year 2 of UKSPF allowed further specialist support to be provided to these businesses to accelerate their growth ambitions. This cohort represented a variety of sectors including health & wellbeing, forestry, retail, creative and leisure.

The six sessions were led by a team of specialist advisers, including local businesses and covered the topics of:

- Financially Managing Growth
- Branding
- Digital Marketing
- HR and Leadership
- Opportunities to Achieve Growth
- Growth Business Planning

The final Growth Programme funded by UKSPF is due to commence in October.

LOCAL EVENTS, MARKETING & PR

Recognising the success of in-person workshops and in response to client requests 3 were held in June:

- Building Business Confidence
Attendees learned how to navigate networking events including having the confidence to introduce themselves and how to exit a conversation in a professional manner. Six businesses attended and all praised the trainer for exceeding their expectations.
- Facebook for Business
A masterclass on how to reach and engage with customers attended by 13 businesses.
- Video Production and Editing
12 attendees discovered why using video content helps to build a brand and attract customers in what has become a powerful way to engage with an audience.

The BG Moray Facebook page continues to be an important tool for sharing information on webinars, support available plus local and partner events. The reach of the Business Gateway Moray Facebook page now stands at 12.6k

This quarter has included posts relating to:

- Moray Local Action Fund
- In-person Workshops
- Moray Chamber of Commerce events
- SRUC and HIE Innovation Roadshow
- Moray Council tender for reactive repairs and maintenance
- Moray Business Women Conference
- FSB Scotland Business Bootcamp

The Business Gateway Moray regular newsletter continues to share relevant news, events and information for local businesses. To make a request to be added to the mailing list email business.gateway@moray.gov.uk

In addition to the Business Gateway Moray Facebook page information is also now shared on the Business Gateway Moray LinkedIn profile which is steadily attracting more followers.

NATIONAL MARKETING CAMPAIGNS

One of the key messages this quarter from Business Gateway National focussed on mental health to coincide with Mental Health Awareness Week from 13-19th May. Various links and resources were shared to provide support to those experiencing mental health issues. This included an online mindfulness session on 16th May

Also in May BG National hosted an Essential Guide to Trade Fairs informing attendees what to expect and how to get started.

The National team are in the process of creating a brand refresh with updated graphics, animations and messaging which is expected to be launched in the next few months.

DIGITAL SUPPORT

In addition to the local in-person digital workshops the regular digital webinars via BG National continue to be popular with topics including:

- An Introduction to Business Websites
- Social Media Essentials – LinkedIn
- An Introduction to Artificial Intelligence (AI) for Small Businesses
- TikTok and Instagram Reels
- How to Improve Your Google Search Rankings

Preparation has begun for the administration of a Digital Development Grant funded by UK Shared Prosperity Fund which is planned for the next quarter. Small grants will be available to small businesses to grow their businesses via digital support or equipment.

COMMUNITY WEALTH BUILDING

The Community Wealth Building (CWB) Strategy was approved by the ED&I Committee in April 2024 allowing the start of the implementation of the action plan.

CWB is now included in the remit of the Business Gateway team who regularly attend meetings including the Moray Social Enterprise Network (MSEN), the Development Trust Network, Moray Firth Credit Union and Moray Local Action Group (MLAG), the Childcare Working Group and HIREP CWB as part of this role. Also involved is the administration and co-ordination of the Moray Anchor Network meetings and events

Planning is underway to use UK Shared Prosperity Funding to develop and implement a Community Wish List for local organisations to benefit from developer obligations.

MORAY GIFT CARD – SCOTLAND LOVES LOCAL

By the end of this quarter two additional businesses had signed up and now 260 local businesses accept the cards as payment. Sales for this quarter totalled £9,667 with over £8,354 of local spend redeemed and the average card load amount has increased by over 20% in comparison to Q1 in 2023.

In May, Elgin Library signed up to accept the Gift Card and all Moray Libraries are now Load this Card collection points. There are now over 40 collection points across Moray.

Sponsorship of the MacMoray Easter Festival led to an advert that appeared in 6,000 printed programmes.

We also collaborated with Scotland Loves Local to launch the national ‘Teacher of the Year’ campaign and a Dyke Primary School teacher has been nominated by a parent to win a £500 Moray Gift Card. The school of the winning teacher will also receive a £500 gift card, and one person who nominated the teacher will win a £250 gift card. The winners will be announced in September. The campaign has been picked up by local and national press.

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

ADDITIONAL LOCAL ACTIVITIES

The Business Gateway Moray team took stands at the Moray Business Women Conference in May and Moray Chamber of Commerce Business Showcase in June. Both provided networking opportunities resulting in an increased awareness of the Business Gateway service and maintaining close relationships with our local partner organisations.

The team also work closely with DYW Moray and this quarter has seen a number of events where we have provided support including their Jobs Fair, Grow Your Future Day at Dipple Farm and presenting to Horticulture, Sport, Hair & Beauty and Counselling students at UHI Moray via an interactive session on self-employment.

The Lossiemouth Business Association invited the team to be part of a panel at one of their meetings to answer questions from their members. Others on the panel included FSB and Kathleen Robertson, Leader of Moray Council with the main topic of interest being the short term let licence and the proposals for the new visitor levy.

The Town Centre Task Force meets regularly with representatives from the six main towns attending and discussing various issues and potential solutions to town centre regeneration. The Business Gateway Manager attends these as a representative of businesses across Moray and to provide support where possible.