

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

**1 July – 30 September 2024
Quarter 2**

Although Q2 is generally a quieter one for events and in-person training, enquiries remained steady with a mix of start-up and existing businesses requesting advice.

Q2 PERFORMANCE STATISTICS											
BG MORAY STATS 2024/25	Jul 24	Aug 24	Sept 24		Q1	Q2	Q3	Q4		Y to D	Target
Business Start-Ups	12	6	4		32	22				54	130
Total No. of Enquiries	63	57	66		152	176				328	800
Workshops / Webinars											
No. of National S/U Webinars	5	6	5		11	16				27	50
No. of Moray delegates	9	4	8		7	21				29	75
No. of National Growth Webinars	4	5	7		10	16				26	30
No. of Moray Delegates	3	3	3		10	9				19	50
No. of National Digital Webinars	10	12	12		35	34				69	100
No. of Moray Delegates	10	19	16		17	45				62	220
Specialist Advice											
Days 1-2-1 Specialist Growth Support	0.5	-	-		-	0.5				0.5	15
Events											
No. of Local BG Workshops/Events	-	-	-		3	-				3	10
No. of Delegates attending	-	-	-		31	-				31	120
No. of Additional Partner Events	-	-	2		9	2				11	N/A
No. of attendees	-	-	40		1010	40				1050	N/A

BUSINESS START-UPS

22 business start-ups were recorded this quarter, reflecting the businesses that Business Gateway Moray have engaged with and that have commenced trading in the last 12 months.

Many potential businesses are utilising the Planning to Start online tool via the Business Gateway website which provides digital guidance and is followed up by direct contact from the BG Moray team.

The lower figure recorded this quarter is partly attributed to the launch of the Moray Digital Development Grant in September for which the BG Team were administrators. This grant is funded the UK Shared Prosperity Fund.

Below is a sample of the type of businesses starting up and their location:

Type of Business	Location	Type of Business	Location
Campervan Rental	Findhorn	Executive Coaching	Spey Bay
Forklift Training	Elgin	Virtual PA	Elgin
Childminder	Forres	Graphic Designer	Lossiemouth
Personal Trainer	Elgin	Beauty	Elgin
Hairdresser	Dufftown	Cleaner	Fochabers
Outdoor Sauna	Cullen	Counselling	Elgin
Industrial Engineer	Elgin	Climbing Instructor	Keith

EXISTING BUSINESSES & GROWTH SUPPORT

Enquiries from existing businesses this quarter included sourcing funding, e-commerce, employment law, taking on premises, purchasing a business, diversification, and selling a business.

Specialist advice was provided to one local business to support them with obtaining a trademark to enable them to licence their products. Although only a short time was spent with the specialist adviser it will produce significant results for the business who provided very positive feedback on the experience.

Although the specialist procurement support continues to be available for more in-depth tendering advice, one to one advice has been provided in-house to a number of individuals looking to access local tender opportunities.

Strengthen Your Business

Established businesses are now taking advantage of the Strengthen Your Business portal on the Business Gateway website allowing them to access information via an online questionnaire.

Moray Business Growth Programme

Promotion of the third cohort of this programme, funded by the UK Shared Prosperity Fund, is underway with a number of applications in the pipeline. This will mirror the previous programme over a six week period and is open to Moray based micro-businesses looking to grow.

LOCAL EVENTS, MARKETING & PR

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

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

This quarter has included posts relating to:

- Various local tender opportunities from a variety of organisations
- Pop-up Shop availability
- Moray Pathways and DWP Jobs Fair
- MERI funding to take on an employee
- Town Centre Task Force Empty Property Event
- Moray Trusted Trader Scheme
- Moray Digital Development Grant
- Town Centre Capital Grant Scheme
- BG Moray newsletter and Growth Programme Updates

The Business Gateway Moray 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

NATIONAL MARKETING CAMPAIGNS

In July the BG National Marketing team launched a new webpage to coincide with Net Zero Week. It provides information and support to help businesses on their journey as they transition to net zero.

A Business Baseline Survey was undertaken asking business owners to share their thoughts on the challenges and opportunities currently affecting their businesses. The results of this survey will be published in the next quarter.

In celebration of World Tourism Day (27 September) the National Team hosted a panel webinar with Visit Scotland and tourism business representatives.

DIGITAL SUPPORT

Moray Digital Development Grant

Funded by the UK Shared Prosperity Fund, the Moray Digital Development Grant was launched and open to applications for the month of September, following which the assessment process took place.

The grant aimed to provide businesses who have been trading for more than 6 months with financial support to assist with the development and implementation of new digital systems to improve business performance and enable growth. Discretionary grants between £750 and £5,000 were available for 75% of eligible expenditure. 41 out of 42 received applications were successful totalling £109k. Projects must be completed and claimed by the end of January.

Digital webinars provided by the BG National continue to be popular with topics this quarter including:

- Video production for digital marketing
- Google Analytics – Understand how your website performs
- Social media essentials: Instagram
- Photography for digital marketing
- Why your business needs a blog

COMMUNITY WEALTH BUILDING

The BG Team remains the main contact for Community Wealth Building for Moray Council and have attended meetings this quarter including the Moray Local Action Group (MLAG), the Childcare Working Group, CWB Practitioners Group and HIREP CWB as part of this role.

The Moray Anchor Network meeting in this period included a presentation from tsiMORAY representing the Moray Social Enterprise Network (MSEN)

The tender for the implementation of a Community Identified Benefits List was undertaken via the Quick Quote process with Community Enterprise in Scotland (CEIS) awarded the contract. The project is due to start in October and completed by the end of March 2025. This will enable local community organisations to list their wishes to allow them to receive community benefits arising from procurement.

MORAY GIFT CARD – SCOTLAND LOVES LOCAL

Over 260 local businesses now accept the Moray Gift Card as payment. Sales for this quarter totalled £3,690 with over £8,010 of local spend redeemed. There are over 40 collection points across Moray providing Load this Card envelopes.

Following the successful event held at Easter an advert was placed in the MacMoray Summer Festival programme, again for 6,000 copies.

Planning is underway for a joint marketing campaign with Visit Moray Speyside to promote Restaurant Week in November.

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

ADDITIONAL LOCAL ACTIVITIES

The Town Centre Task Force hosted a Drop in Vacant Property Event on the 17th September in partnership with Moray Council and Business Gateway Moray to provide information and support to landlords and potential businesses with the purpose of getting vacant properties back into use in Moray's towns. This event took place in Keith which currently has a high number of empty commercial premises in the town centre.

Also in September the first in-person meeting for the Build a Studio project was held at Horizon, Forres with Business Gateway Moray joining other public and private organisations to discuss the proposal to develop a film studio in Moray. The proposal is at an early stage but very constructive discussion took place with the hope of making the project a reality.