



your gateway to business expertise

**MORAY
PERFORMANCE REPORT**

Quarter 1

1 April to 30 June 2016

Quarter in Review

This report reflects Quarter 1 Business Gateway activity in Moray. There has been a very high number of start-up and existing business enquiries during this period, picking up significantly during month 3. This activity has resulted in a high number of start-up businesses recorded - many clients have waited until the new tax year to register with HMRC. Existing businesses continue to show growth aspirations with a number looking to take on new premises and develop new markets and products. We continue to work with these businesses to help them achieve their growth ambitions through one to one advice. Collaboration with our key stakeholders is crucial to ensure these businesses are supported at all stages in their development remains a priority and is done through meetings held on a regular basis.

The Moray local economy continues to show signs of strengthening, with a greater confidence evident within the construction, hospitality and tourism sectors and fishing industry. The Oil and Gas sector however still gives cause for concern and we are still receiving a good number of enquiries from individuals who have been given notice of redundancy and are considering self-employment as an option. We are working with SDS to ensure all those wishing to re-train or upskill have access to the Oil and Gas Forum training grant.

Although the High Streets in our towns and villages in Moray have generally been slow to regenerate given the continually challenging economic climate, there have been a number of new businesses starting up and some business purchases happening in Moray recently which will result in jobs more likely to be retained in the area. And businesses continuing to trade successfully.

In June 2016, BG Moray partnered with Gairland Interspace in Fochabers to offer free office accommodation to 2 businesses which have aspirations to grow and be based in the village. This will be for a period of 6 months initially with a view to those business taking on the space in the long term. This will be run in the form of a competition with businesses completing an application form demonstrating why they deserve to get the space. Applications will then be assessed by Business Gateway Moray, Gairland Interspace and an independent organisation and the prize awarded. We will support both businesses with growth advice.

Good new stories in Q1.

- A Moray based catering company which currently delivers the catering contract at Macallan Distillery, providing meals for all staff and contractors, has recently secured a £1.2m contract in Aberdeen with support from Business Gateway Moray's supplier development programme.
- Pinefield Glass Ltd, a company which arose from the demise of Yule Glass 2 years ago, received a £50K loan from ESIF after business planning support from BG Moray. In June 2016, the company announced that it had won a £0.5m contract with Barratt Homes and now has 49 employees.

Performance Statistics

Moray Core	Q1	Y to D	Target	Progress
Volume Start Ups Commenced Trading	48	48	120	40%
Higher Value Start Ups (PHVSU) engaged with	4	4	5	80%
High Value Start Ups - completed Action Plans for growth	3	3	5	60%
Attendees on Start-up Workshops	72	72	260	28%
Growth co.'s engaged with Growth Action Plans	10	10	25	40%
Companies accepted into Growth Pipeline – HIE	0	0	2	0%
Companies accepted Into Account Management - HIE	0	0	1	0%
Businesses accessing local advisory services	80	80	300	27%
Moray LGAP				
	Q1	Y to D	Target	Progress
Specialist Advice				
Unique businesses assisted one to one	9	9	20	45%
HR Advisory Service				
Businesses assisted with one to one advice	19	19	18	106%
No of jobs created	5	5	18	28%

Growth Workshops				
Half day workshops delivered	15	15	24	63%
Unique businesses assisted	48	48	70	69%
Growth & Leadership Programmes				
Programmes per annum	0	0	2	0%
Business assisted	0	0	16	0%
Regional Specific Entrepreneurial Support				
No. of businesses supported to grow substantially	0	0	3	0%
Key Sector Entrepreneurial Support				
No of businesses supported	0	0	10	0%

Additional Measurements	Q1	Y to D	Target	Progress
Local Events				
Local Events	4	4	10	40%
Local Events Delegates	255	255	110	232%
Enquiries				
Total Enquiries	209	209	800	26%
Repeat Enquiries	100	100	400	25%
Courses				
Start Up Courses	9	9	26	35%

**No. of Graduate Placement Approvals	1	1	5	20%
**No of New Jobs (Graduates placed)	1	1	5	20%

**GPP only launched in Moray June 2016

Business Start Up

Enquiry levels are probably as high as they have ever been in Q1 which have resulted in BG Moray supporting 48 new start-ups that have now registered with HMRC and opened for business.

These new businesses (including business purchase / continuity) are from a range of sectors including: *B & B's, pubs; a hotel; Bistro; subsea engineering; fishing boat; a gym & juice bar and graveside care.* A successful application from a young entrepreneur (aged 18-30) to the Princes Trust Enterprise) resulted in a loan of £5000 being secured from Princes Trust Enterprise as well as a WIW grant £250 – the individual received business and financial planning support from BG Moray.

Marketing / PR

- 3 businesses received Q & A editorial in the Northern Scot in conjunction with BG National / Wave PR
- BG Moray took part in the first *live* Q & A on the MCPP Facebook page. This was successful in increasing the number of likes on the MCPP page which was the main purpose of the exercise. A short 30s film was also created by the Moray Council Film unit about BG Moray and this had in excess of 3900 hits in a week...proving that social media does work!
- 'Inside Moray' ran a feature on 'Coast' – a local artist.
- All local press – business supplement – top one hundred companies in Moray – 3 BG companies featured as case studies
- BG Moray / Gairland Interspace partnership 'pop up' office space - PR in NS, P & J and STV.
- BG presented Weir Black Belt Academy Awards at their Annual Dinner
- BG posters inserted in empty Buckie shop windows raising awareness of opportunities to open a retail outlet
- Adverts for Cyber Event at Horizon Scotland and Fundraising Event in Elgin town Hall and stands at both

Business Growth

During this quarter 9 businesses engaged with BG to investigate growth opportunities and have been supported by advisers to produce Growth Action Plans and segmented into the GAS. These businesses are:

- Fashion Designer
- Counselling service
- Beauty Salon
- Digital Health Apps development
- Games Developer
- Asbestos removal consultancy
- Leisure and Entertainment Centre
- Bespoke Jewellery production

This is a very encouraging trend and we will be working with these businesses to help them achieve their full potential.

Specialist one-to-one advice on access to finance and investor ready planning continues to be delivered in Moray to these and other businesses looking to grow. This is via referrals from stakeholders as well as approaches from companies themselves direct to BG Moray.

As part of our new engagement process with HIE and leading to sharing of information we envisage that we will segment on CRM, two businesses into BG Growth Pipeline and two into HIE account management in Q2

HR Advisory Service & SDP

The BG Recruitment service continues to be active in Moray with Pamela Looper coming to Elgin each month to meet with clients as appropriate. Activity in Moray has been steady during this quarter with 16 businesses seeking advice on recruiting new employees resulting in 5 new jobs being created.

A total of 77 FTE's have been either retained or created as at 30 June 2016 by start-up and existing business supported by BG Moray.

Access to finance

Business Loan Scotland is likely to be launched in Autumn 2016 but progress has been slow to date with no definite date being announced yet. Raising finance still creates some issues for new start businesses and some business looking which are trying to grow. Often those looking to secure loans to invest in their business do not have a robust business plan or their own personal finance in place to invest in their business at a level which meets the criteria banks are looking for to enable them to lend. Lending can also vary depending on the sector the business is trading in and this can be frustrating.

However, on a positive note, we are working hard with clients to try and ensure they are investor ready has really impacted on the number of positive interventions by BG Moray resulting in loans being secured by new and growing businesses in Q1. ***Leverage due to these interventions has reached £740K at end June 2016 with a further £1.5m in applications ready for submission to lenders in July 2016.***

Activities and Events

Workshops

Business Start-Up; marketing and recordkeeping workshops continue to be fully subscribed and we have run eight in total this quarter

We have also run six digital workshops which covered topics such as:

- Intro to Social Media
- Creating a Social Media Strategy
- Building your own website and
- Website Optimisation

These continue to be very popular with businesses and are running again in July 2016 (all of these again are already fully subscribed)

Local Events

Business start-up, Marketing and recordkeeping workshops were fully subscribed and ran throughout the quarter.

Digital Boost:

This is a programme delivered by Business Gateway Moray in partnership with HIE to improve businesses digital knowledge and know-how on a wide range of topics. Digital Boost is a series of local fully funded workshops, expert advice sessions and tools that can help businesses move to the next level. Themes include Digital Marketing Strategy, Digitising Your Business Processes and Website Data Analytics. Workshops were delivered during April 2016. 2 additional workshops were run during June 2016 as the April workshops were over-subscribed.

Falklands Islands Development Company

After meeting the FIDC with other stakeholders, there has been a development. We discussed with Anne Wagner-Gras running a pilot which would incorporate one of the Elgin workshops being transmitted live to the Falkland Islands with interaction from delegates in both locations. We contacted the Roberts Partnership who currently deliver the BG workshops in Highland and Moray and as a consequence, this pilot took place with 9 SME's 'attending' in June 2016. Based on feedback from the provider and FIDC, this was very successful and they are hoping to run another in about 6 weeks on a different topic. This format may be something we can investigate further in the future with a view to delivery of one-to-many business skills training in the more remote areas of the Highlands and Moray.

MBW '16 stakeholder planning meeting –MBW '16 will be held W/C 14 November 2016. The format will be changed and ideas have already been put forward by partners from which a draft programme is now in place (*See Appendix 1*). This will continue to be discussed in more detail at the next of our regular stakeholder meetings chaired by BG Moray.

Cybercrime Event in partnership with FSB /HIE/ SBRC : This event was held at Horizon Scotland Forres on 31 May 2016 delivered by Business Gateway Moray in partnership with the Federation of Small Business and the Scottish Business Resilience Centre and HIE. A successful event with 40 delegates attending - discussions are already taking place with SBRC to hold a follow up interactive day with workshops giving over more time for businesses to find solutions.

IYB Surgeries:Innovate Your Business is an initiative designed to aid the growth of a business by helping them realise the value of their ideas. BG & HIE are working together to maximise the commercial potential of any innovations in our businesses identified as having growth potential by offering advice, support, direction and in some cases, funding. SMALL INNOVATION GRANT SCHEMES - funding may be available of up to £15,000 to SMEs to aid development that ultimately benefits the business and the local economy. 7 companies which have been working with Business Gateway Moray to grow their businesses and sit within GAS, signed up to meet with HIE at BG Moray on 18 May to assess their potential for further growth support through this programme. These meetings resulted on 3 of those businesses continuing to have further interactions with HIE and Interface about how they might benefit from IYB and additional appropriate support.

Next Quarter Visibility

July 2016

BG Moray and MCC workshop collaboration: Discussions will take place in July between our 2 organisations to discuss how we can collaborate to deliver workshops which 'dovetail' with both organisations delivery models. This will ensure that we reduce and potential duplication and we can potentially reduce costs.

Moray Council Procurement Team/ BG Meeting: We will meet to discuss SDP and the Moray Council strategy regarding this programme and any alternative options.

Grant Lodge Trust / TMC & BG: Meeting with potential Social Enterprise (DandyHorse) to discuss the asset transfer process as they have plans to develop the building. BG invited to be present to discuss the business case being presented and support them to put together a fully costed business plan.

HIE / BG Growth meetings: Monthly meetings have been scheduled with HIE over the next 12 months to ensure we continue to support growing business that both services are kept up to date with the type of support we are delivering and that clients have access to that support at the appropriate time in their development. July's meeting will look at businesses recommended by BG to go into Growth Pipeline by August 2016.

Graduate Placement Scheme: After some discussion with TMC, THC and HIE we have identified a gap in the market which would enable us to support graduates to either locate or re-locate to Moray. We concluded that BG Moray will make available from a re-configured LGAP Programme 5 Graduate placements from June 2016 – March 2017 with local companies with the potential to 'scale-up' and who have completed a business growth but are not Account Managed by HIE and therefore not eligible to access their programme. These placements will be for either 6 or 12 months whichever is appropriate for the proposed project. Applications will be processed by PL and growth plans approved by CFR. LA will administer all applications for audit purposes.

August 2016

HIE Cyber Programme Workshop: This workshop is for HIE/BG and business facing staff, to update on the Cyber Programme and new online toolkit - the Moray workshop will be held on 3 August in Horizon Scotland.

Joint Development and Inward Investment Group: Meeting with other stakeholders, planners and members of the MEP group to discuss progress in any new inward investment opportunities or proposals.

September 2016

Moray Chamber Awards Dinner – 2 September 2016 at Alexander Graham Bell Centre Moray College UHI. We have invited 10 guests including businesses currently identified as 'growing'. BG is sponsoring the Main Award of the evening in conjunction with TMC and MEP. BG also has an advert in the programme and on screens around the venue.

Jobs Fair – This event has been proposed to take place Elgin Town Hall involving BG, with JC+ and SDS – details have still to be finalised

Enterprise Europe Network (EEN)

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The Enterprise Europe Network exists to help small and medium sized companies (SMEs) in Europe to internationalise and make the most of opportunities in the single market. Enterprise Europe Scotland is a partner of this network and internationalisation services offered by the network are delivered by Highland Council. Innovation services are delivered by HIE.

The key internationalisation services available through the Enterprise Europe network are:

Access to the network – 3000 staff, 600 partners, 60 countries all able to assist with enquiries and finding the right business partner

Advice and Information on doing business in Europe such as EU legislation, policy, VAT and taxation in Europe. We can provide market information, country profiles, trade statistics and company lists

Partner Search – a database with 2000 live opportunities of companies looking for distributors, agents, joint ventures and suppliers, opportunity to publish profiles

Events – information and brokerage events, scheduled 1-2-1 meetings often attached to large international trade fairs

Voice on EU legislation – EEN can link companies into the European consultation process to have a say on shaping future legislation that affects business and feedback on proposals and initiatives.

Moray Activity

Enquiries 1 March – 30 June : 7

Details

Fochabers Fish Far - Referral from BG, Indian company background search, in progress

Gordon Castle – Walled Garden – met at HIE exporting event, in progress

Wooha Brewery – Met at event and further referral from HIE – market research Ireland

AES Ltd – Company meeting, in progress

I Like Birds – Referral from BG – tax in Austrian and company background check

Everwood Toys – Referral from BG – licensing agreement in France

Windswept Brewery – Met at event – business profile published

Focus On: Wooha Brewery

The company identified Ireland as potential target country to expand its export activity and had several questions regarding the market for their product there

1. Price points: What are typical price ranges of craft beer in Ireland?

2. Bottle size: The UK market is shifting to mostly 330ml size (rather than 500ml). What is the preferred size/format in Ireland?
3. Is there any specific legislation relating to selling alcohol online in Ireland?
4. Contact details for distributors

Using our contacts within the network the EEN team were able to provide a very recent in depth market report from colleagues in Donegal. A contact in Cork provided answers to the questions using their knowledge and contact with a local distributor. The company now plans to visit later in the year which we will assist in establishing any particular beer festivals/events which would enhance a visit.

Engagement with Stakeholders

15th March – Met with HIE Moray and company is pre start – provided some initial information on services/funding

29th March – HIE Moray – EEN presentation/talk to team

Other activity

Had planned a joint event with Harper MacLeod in Elgin, HM cancelled due to lack of numbers.

Xpo North – a two day brokerage event was held at Xpo North which was open to all businesses in the area. 112 meetings were arranged, 22 were international. A number from the Moray registered to take part in the brokerage event.

Future Activity

Plan to have meetings with BG, further engagement with HIE, potential of being involved in Moray Business Week.

We are monitoring the Brexit issue and should be able to give further insight into the process and potential impact in January 2017.

Appendix 1

MBW'16 – 14th to 18th Nov 2016 – PROGRAMME 3rd DRAFT

Breakfast Event, Lunch Event, Evening Event

Date	Times	Core Events	Speaker / Facilitator / Lead body Suggestions	Venues
Mon 14 Nov 2016	6pm – 8pm	Launch Event - IOD + Guest speaker	IOD Contact as guest speaker	AGB Centre
Tues 15 Nov 2016	8am-10am	Innovation Business Breakfast	HIE Innovation Team	Horizon Scotland
	12pm – 2pm	Managing Business Growth	BG Moray, Johnston Carmichael & RBS	Horizon Scotland
Wed 16 Nov 2016	8am-10am	Inclusive Growth Business Breakfast	(SDS,DYW, FSB, Moray College UHI)	Forsyth's Building Rothes
	12 – 2.30pm	Business Awards Lunch	Moray Chamber of Commerce / BG Moray	
Thurs 17 Nov 2016	8am-11am	Investment Business Breakfast - A96 duelling /	Ranald Robertson of HITRANS / Abellio (ScotRail / HIAL)	Horizon Scotland
		rail track duelling – benefits for / impact on Moray		
	12-2pm	Retail - Window Dressing Event	Elgin BID	TBC
Fri 18 Nov 2016	8am-10am	Internationalisaton Business Breakfast	HIE Internationalisation Team	Horizon Scotland
	11am – 1pm	Business Summit	'Beat the Drum for Moray' – SME Challenges and opportunities	Laichmoray Hotel