

BUSINESS GATEWAY MORAY PERFORMANCE REPORT

Quarter 3

1 October to 30 December 2016

mORay
council

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Quarter in Review

This report is an overview of Quarter 3 Business Gateway activity in Moray. Business Start-Up enquiries still continue to be steady and enquiries from existing businesses and companies with potential to grow are being supported to help them achieve their aspirations. This has resulted in a high number of start-up businesses recorded during Q3, with Business Gateway supporting 112 new ventures in 2016/2017 year to date. This indicates that we have achieved 93% of the total yearly target of 120 at the end of Q3.

A number of established businesses continue to show growth aspirations - they are looking to increase their market share and target markets outwith Moray and into the wider UK and Europe. We will continue work with these businesses to help them achieve their growth ambitions through one-to-one advice and the new Local Growth Accelerator Programme (LGAP) which will be launched in Q4 2017. This proposed programme targeting ambitious innovative growing businesses has been procured and suppliers identified to deliver this ambitious programme through until 2020. Collaborations with our key stakeholders to ensure these businesses are supported at all stages in their development remains a priority and we have already had discussions with delivery partners including HIE, Elgin BID Moray Chamber of Commerce to plan joint approaches to deliver support where possible collaboratively.

Regeneration of our High Streets given the economic climate is still challenging, but there have been a number of new businesses starting up and taking premises and some business purchases happening in Moray recently which will result in jobs being created as well as retained in the area.

Some good news stories in Q3

The Most Promising Enterprise Award sponsored by Business Gateway at the Moray Business Week 2016 Awards Lunch was won by **I Like Birds** based in Rafford, who have recently been appointed to JELC, an exclusive licensing agent who represent organisations such as Pepsi and The National Gallery.

I Like Birds have already received recognition for their designs in a number of categories; however, JELC will work closely with the business to roll out their artwork further across the UK and internationally. This business has been supported by Business Gateway since it started up in 2014.



Moray Distillery Ltd was established in Elgin in early 2016 by Jill Brown who also owns Berry Good which produces hand-crafted liqueurs that are full of flavour. Avva Gin was launched in Elgin by Moray Distillery Ltd in Autumn 2016. This is a micro-distillery using a hand-crafted copper still that has been made in Moray by local craftsmen and women. Avva contains traditional and local-native botanicals to create premium spirits. They are currently producing their 5th Batch in time for the Christmas market and their products are stocked in outlets throughout the UK including Gordon and MacPhails locally. Business Gateway has supported with start-up and development of Moray Distillery Ltd



Sirology

A retail destination for gents grooming, hair care, skincare and lifestyle accessories based in the heart of Elgin. The owners Linda and Richard felt there was a gap in the market in Moray. They wanted to create a place that men who like to take care of themselves would feel comfortable visiting. They wanted to provide a relaxed, friendly environment both in-store and online for men to buy their grooming products. The business was supported with business and financial planning as well as PR via Business Gateway National marketing.

Silver Stag Catering & Cakes

This is a bespoke catering and cake company based just outside Elgin. They specialise in buffets, bakes and cakes. Corporate lunches and treat boxes which they can deliver to venues across Moray. This business was supported through the start-up phase of their journey



Performance Statistics

Moray Core Service	Q3	Y to D	Target	Progress
Volume Start Ups Commenced Trading	31	112	120	93%
Higher Value Start Ups (PHVSU) engaged with	1	6	5	120%
High Value Start Ups - completed Action Plans for growth	1	5	5	100%
Attendees on Start-up Workshops	43	205	260	79%
Growth co.'s engaged with Growth Action Plans	6	24	25	96%
Companies accepted into Growth Pipeline – HIE	1	3	2	150%
Companies accepted into Account Management - HIE	1	4	1	400%
Businesses accessing local advisory services	83	245	300	82%
Moray LGAP Service	Q3	Y to D	Target	Progress
Specialist Advice				
Unique businesses assisted one to one	8	30	20	150%
HR Advisory Service				
Businesses assisted with one to one advice	13	46	18	256%
No of jobs created	6	18	18	100%

Growth Workshops				
Half day workshops delivered	8	24	24	100%
Unique businesses assisted	76	205	70	293%

Additional Measurements	Q3	Y to D	Target	Progress
Local Events				
Local Events	10	18	10	180%
Local Events Delegates	472	1042	110	947%
Enquiries				
Total Enquiries	158	685	800	86%
Repeat Enquiries	90	292	400	73%
Courses				
Start Up Courses	6	26	26	100%

Business Start Up

As reported in the overview, enquiry levels are at an expected level for Q3 given the fact that December is usually a quieter month and the office is closed during the Festive break. However, BG Moray did support a further 31 new start-ups - making a total of 112 that have now registered with HMRC and opened for business since April 2016 so conversions into business are still at a high level.

These new businesses (including business purchases) cover a range of sectors including: *Guest House; Podiatrist; Food Takeaway; retail outlets, Laundry; Ante Natal Therapy, Restaurant, Online Furniture Store, Public House and outside catering company.*

Marketing / PR

- 3 businesses received Q & A editorial in the Northern Scot in conjunction with BG National / Wave PR (Sirology, MAC3 Creative Space, I Like Birds)
- Business Gateway good news stories appeared regularly in local press as editorials during Q3 including a case study on Oakwood Bathrooms in the Executive Magazine November 2016 edition
- BG Moray's local Facebook Page continually showcases business skills and digital workshops events and shares stakeholder events as appropriate. HSBC / SE Scottish Export Awards have also been highlighted
- Moray Business Week was marketed on Social Media and on MFR and in the local press. Stakeholder platforms were also used to raise awareness

Business Growth

During this quarter 6 businesses engaged in more depth with BG wanting to investigate growth opportunities and they have been supported by advisers to produce Growth Action Plans including financial investor ready projections. These businesses include:

- IT Retailer
- Marine Rib Manufacturer
- Fitness Centre
- Greetings Card retailer
- Kitchen manufacturer
- Digital Applications Developer

This trend in businesses seeking to grow is steadily increasing which is encouraging and we will be working with these businesses to help them achieve their full potential over the next 12-18 months. We had constructive meetings with HIE in Moray during Q3. These meetings now happen on a monthly basis and the latest has resulted

in agreement for 1 business to move into support via Growth Pipeline and 1 into HIE account management. This will help companies manage their growth expectations as they develop.

HR Advisory Service & Access to Finance

BG continues to deliver this service as part of our core offer to businesses in Moray. We will look at developing this service when LGAP programme is in place by end Q4. This contract has been procured and suppliers identified. 13 businesses have sought advice on recruiting new employees resulting in 6 new jobs being created with these specialist interventions.

A total of 179 FTE's have been either retained or created as at end Q3 by new start-up and existing business supported by BG Moray. 3 companies are currently going through the process of completing application forms for the Moray Graduate Placement Scheme to enable them to take on Graduates for a period of 6 months to a year. It is hoped that these will be in place by the end of Q4. This scheme was introduced recently in Moray, when we identified a gap in opportunities for SME's to engage graduates.

Specialist one-to-one advice on access to finance and investor ready planning continues to be delivered in-house to Moray businesses looking to grow. This work is carried out as a result of referrals from stakeholders, banks and approaches from companies themselves direct to BG Moray.

Activities and Events

Workshops:

Business Start-Up, marketing and recordkeeping workshops were delivered in Q3 and continue to be fully subscribed. We also ran a further 6 digital workshops in partnerships with HIE which covered the following topics:

- Developing a Social Media Strategy
- Build your own business website
- Improve Your Website Performance
- Introduction To Social Media
- Facebook For Business
- E-Commerce (Intermediate)

Local Events

Additional events in Q3 were mainly concentrated around Moray Business Week '16 in November and included:

Launch Event in conjunction with the Institute of Directors

Managing Business Growth Seminar

Meet the Apprentices Event

Annual Awards Lunch

Investment Business Breakfast

Collaborate Your Way To Success Workshops

Making the Right Impression - Retail window dressing

Internationalisation Business Breakfast

Moray Business Summit - Bang the Drum For Moray

A wash up session and evaluation was held in early December and MBW'16 received some very positive feedback on sessions held during the week and also on what kind of events businesses were looking for going forward. 486 unique business attended the week in total. This feedback has helped stakeholders involved start to formulate a joint strategy for 2017. That said, at our first joint meeting in 2017, Business Gateway proposed that Moray Business Week could be replaced in 2017 by a 'Moray Expo' event held over 2 days in November – returning to the original MBW Format in 2018. It was felt this would enable us to engage with businesses which have not been to previous events with a view to increasing attendance at MBW in future years. A further stakeholder meeting Chaired by BG in February 2017 will start the planning process for Moray Expo 2017.

Overall costs were reduced by 2/3rds since the inaugural MBW event and this trend is seen as continuing with some interest already being shown from the private sector sponsor

Next Quarter Visibility

Moray Soup – a new initiative - a collaboration between Moray College UHI, Business Gateway and MCC, this takes the form of a crowdfunding event. The idea is that people come together to share a meal and hear people's ideas (pre-start business or community project). Everyone buys a plate of soup. The suggested amount is £5 but anyone can contribute more if they want. For this, they get to listen to ideas, discuss and debate them, eat and then vote on the idea they like the best. The person or people whose idea gets the most votes wins the pot of money donated at the door. Simple format with community involvement and positive outcome! First event will be on 18 January 2017 at Moray College UHI.

Supplier Development Strategy: the strategy has now in place and in conjunction with other Moray Council Departments we will:

- Hold supplier training sessions and meet the buyer events as required
- Use a new toolkit develop by LD for BG advisers to use in one to one sessions with businesses wishing to access Public Sector Contracts (PCS & PCST)
- Promote the national Supplier Development Programme
- Sit on a local forum made up of Council procurement, Economic & Development and Business Gateway – to discuss and support supplier development in Moray

Local Growth Accelerator Programme (LGAP)

This programme will start to be delivered in Q4 and will include the following elements:

Specialist Advice – one to one support from sectoral experts

Recruitment Advisory Service – one to one support on recruitment from brief to contract

Graduate Placement – Support for SME's to employ a graduate to deliver a specific project

Growth Workshops

Series of workshops on topics supporting growth on such topics as :

- Marketing for growth
- access to finance
- growth strategy
- developing and managing staff
- Developing digital processes
- Public contract opportunities and winning tenders

Leadership & Growth Programmes

Support to owners and managers of SMEs with aspirations to grow.

Regional Specific Entrepreneurial Support

This programme is designed to help ambitious businesses to grow substantially through mentoring, master classes Growth community engagement

Key Sector Entrepreneurial Support

Building capability of SMEs to secure higher value contracts (public and commercial) and taking a sectoral approach to encourage supply chain development, collaboration, and moving into new markets outwith Moray and Highlands. Sectors such as Food and Drink and Construction have been identified as priority sectors.

Business Loan Scotland

BLS is set to launch by the end of Q4 as there have been delays due to processes being agreed and ERDF funding applications being ratified. The website is now in place although not yet 'live' and the due diligence process and paperwork audit trail is also being finalised. This will be part of a training day being delivered by BLS to all Councils one of which is been organised by BG and being held in Elgin at Moray Council HQ involving Council members and Aberdeen City, Shire, Highland and Moray.

Scottish Apprentice Week (6-10 March 2017) - Collaborative event in which Business Gateway is working with Skills Development Scotland, DYW and other key Moray Stakeholders to deliver a series of interactive schools participation sessions and a Business / Education event where students can get direct access to apprentice opportunities with local businesses.