

BUSINESS GATEWAY MORAY

PERFORMANCE REPORT

Quarter 2

1 July - 30 Sept 2017



moray
council

 **business
gateway**
your gateway to business expertise

Quarter in Review

This report reflects Quarter 2 Business Gateway activity in Moray. There has been a higher number of start-up and existing business enquiries during this period than in previous years (there are still a number of enquiries coming from those who have recently left the oil and gas sector for various reasons) and this activity has resulted in a good number of start-up businesses recorded which have been supported by BG Moray. The retail sector around Moray has shown buoyancy recently and this has seen new independent shops opening as well as franchises and national chains taking space on our High streets – all very positive! However, there are still some outlets that have sadly closed down, but we continue to work with our stakeholder partners to help regenerate our town centres by supporting new businesses to start up and existing businesses to grow and perhaps take larger premises.

BG Moray continues to work with businesses which have growth ambitions and that are looking not only to grow their UK markets but also to trade outside the UK. We work with our colleagues in HIE to ensure that these businesses receive the right support. Meetings are held regularly with stakeholder partners including HIE, Elgin BID and Moray Chamber of Commerce to discuss collaborative support where possible.

Enquiries from these existing businesses and companies with potential to grow come from a wide variety of sectors and BG Moray will continue help them achieve their growth ambitions through one-to-one advice, workshops and our accelerator programme.

The Local Growth Accelerator Programme (LGAP) has been delivered throughout Q2. Three workshops took place covering the following topics:

- Developing as a Business Owner
- Critical Business Options
- Raising Money for Growth

Specialist advice was also delivered during this quarter with very positive feedback. The planned ‘Sector Specific Entrepreneurial Programme’ is being developed and they are planned for January 2018.

Regeneration of our High Streets remains challenging and there are one or two businesses which have evacuated premises in the east of Elgin town centre but we will continue to work with interested parties to try and fill these vacant properties with businesses which will enhance the town’s retail offering.

However, generally speaking, the retail sector in Moray is more buoyant than in recent years with Batchen Street in Elgin leading the way and a couple of national chains coming into the town centre – one which has recently opened its doors (Domino’s Pizza). BG Moray will continue to work with our colleagues in Moray Council and Elgin BID to support any proposed new businesses across Moray to ensure they have the best opportunity to access affordable premises resulting in sustainable business opportunities being seized.

Good news stories in Q2



Sugar Plum opened its doors in August 2017 on Batchen Street Elgin and occupies the building formally known as Matheson's Stores. The owners Holly and Scott Dunbar live locally and have brought a modern take on baby and nursery accessories to the town.

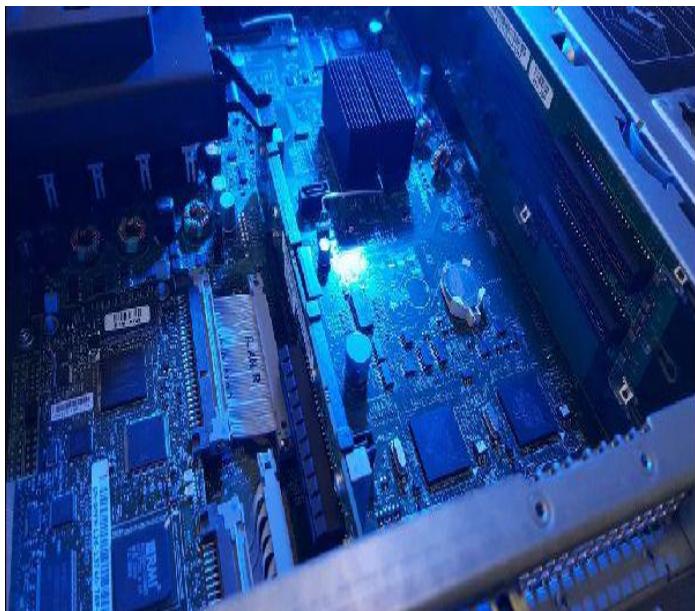
Their substantial investment has helped to ensure that the recent vibrancy which has injected new life into the town centre is maintained. They were supported with business start-up advice from BG

BATCHEN STREET COFFEE

Batchen Street Coffee is a new coffee shop located in Elgin town centre serving ethically sourced artisan coffee. They also serve quality tea, cakes, pastries and sandwiches - sit-in or take away. The café interior is and informal. During the last ten years, there has not been a single year, despite financial upheaval and recession, in which speciality coffee sales have not grown; and the artisan coffee business is still growing at a healthy pace. A short walk around Elgin illustrates the significant appetite, all day long, for establishments which provide coffee and snacks within the town centre. Locally based owners Lynn and Lee Purvis were supported by Business Gateway with business and financial planning advice.



MAKAR TECHNOLOGIES LTD



Makar Technologies Ltd based at Forres Enterprise Park has developed world-class manufacturing processes. At the core of Makar Technologies Ltd is their dedication to manufacturing excellence. Their processes have been developed to provide our customers with a world-class supply chain partner. In September 2017, Makar recently benefitted from investment from Business Loan Scotland of £50,000. Moray Council have invested in this fund which is matched by ERDF monies and administered by the Business Gateway team.

Performance Statistics

Core Service	2017/18	July	Aug	Sept	Progress to Date	2017/18 Target
Business Start ups	11	12	11	70	125	
Early Stage growth (ESG)	2	1	0	10	10	
Approved into GAS (GAP)	3	2	5	30	30	
Approved Growth Pipeline - HIE	0	1	1	3	2	
Approved Account Management - HIE	1	1	0	2	1	
Total activities (enquiry actions /appointments)	74	70	66	422	300	

LGAP	LGAP Performance Data				
	July	Aug	Sept	Progress To Date	2017/18 Target
LOT 1 - Specialist					
Businesses assisted with one to one advice	0	0	3	6	18
LOT 2 - HR Advisory Service					
Businesses assisted with one to one advice	0	1	0	6	18
No of jobs created	0	2	0	10	18
LOT 3 - Growth Workshops					
Half day workshops delivered	1	1	0	3	24
Full day workshops delivered	0	0	0	0	0
Number Workshop Attendees	4	3	0	13	70
Unique businesses assisted	4	3	0	13	70
Digital Boost Half day workshops delivered	0	0	4	4	24
Digital Boost Full day workshops delivered	0	0	0	0	0
Digital Boost Workshop attendees	0	0	27	27	190
Unique businesses assisted	0	0	27	27	70
LOT 4 - Key Sector Entrepreneurial Support					
Programmes per annum	0	0	0	0	2
Business assisted	0	0	0	0	16
Graduate Applications Submitted	0	1	0	2	5
Graduate Placements (approved by MC)	0	0	1	2	5

Business Start-ups As reported in the overview, new start-up businesses in Moray continue to be a major contributor in the development of the local economy, with a further 34 new confirmed and evidenced by methodology such as HMRC/Companies House registrations and/or Business bank accounts being opened. This brings the total new enterprises supported by direct Business Gateway Interventions to 70 at end of Q2. A total of **98 FTE jobs** have been either retained or created at the end of Q2 by start-up businesses and business purchasers.

Flavour of start-ups this quarter There has been increased activity in the Tourism sector with glamping and eco-holiday facilities being introduced in the west of Moray and in Speyside. Food outlets are also prevalent and there are a number of empty premises being looked at as potentially suitable in various towns across the area. With a new restaurant in Keith and Batchen Street in Elgin continuing to attract enquiries, we are confident that this positive trend will continue. We should also mention that there are a couple of 'national chains' moving into Elgin town centre which highlights the importance of inward investment to the area. Forres has also seen new businesses starting such as the Bike Bothy and new owners taking over Highland Beauty Clinic on Forres High Street.

Marketing / PR A number of businesses received publicity via Wave PR which is delivered from a BG national perspective with the Moray team supplying the contacts and background information. These included: Probond Marine Ltd, Strategy Cards, Aunt Marie's Kitchen and K9 Cleancoats which also received publicity in the Sunday Mail, P and J, Radio Scotland and in being interviewed by STV this week.

BG Moray's Facebook Page continually showcases business skills workshops events and shares stakeholder events as appropriate. Highlighted in Q2 were:

- Graduate Placement Programme with new video clips being launched
- Moray Growth Deal
- Fundraising seminar – Sponsored by Business Gateway
- Launch of Digital Boost Online Tutorials
- LGAP Workshop series
- Press ads – There has been local activity across all SPP titles including the Northern Scott, Forres Gazette, Banffshire Herald and advertiser.

- Launch of the digital Boost Programme running through until March 2018
- The national autumn Start-Up campaign, has started, based on similar creative approach as per spring

Business Growth Support / LGAP Programme /Access to Finance Q2 saw 13 businesses engage in more depth with BG to investigate growth opportunities. They have been supported to produce Growth Action Plans and specialist advice via our LGAP Programme as appropriate. The types of businesses supported include:

- Hydroponic Production Unit
- Educational App Developer
- Outside Caterer
- Renewables Installation Company
- Commercial and industrial electrical services company
- Farmers Market Company
- Garden Centre Development
- Fabrics Producer and retailer

BG Moray will continue to work with these businesses and others to help them achieve their full potential over the next 12-18 months. A number of these Growth Action Plans have developed and implemented enabling these businesses to achieve their potential by trading in markets outside Moray. One of these companies was also eligible for the Moray Graduate Placement Scheme and have recently had their application approved to place a graduate in their company for 6 months. We continue constructive dialogue with colleagues at HIE Moray and this has resulted in 2 businesses moving into Growth Pipeline and 2 into Account management with HIE in Q2. Companies can now access the right support at this time to manage their growth expectations as they develop. A Life Sciences company developing Proton Therapy equipment for the radiological treatment of cancer, has moved into the Alexander Graham Bell Centre at Moray College UHI with BG Moray support and they are likely to be considered for Account management by HIE in Q3.

Some changes at HIE - Alison Kearney, Head of Business Growth in Moray retired in September 2017 and Susan Addison who worked in the Inner Moray Firth office will be taking up this role on 16 October. David Oxley, HIE Moray Area Manager has recently been appointed Director of Business and Sector Development at HIE and his replacement is Donna Chisholm. For the past seven years she has been leading HIE's work on industry sectors and business innovation. Donna will take up her new role in November 2017.

LGAP Specialist one-to-one advice on access to finance, marketing and recruitment has been to Moray businesses looking to start up and grow. The BG team also works with growing companies to establish growth viability by using in depth financial planning models developed in-house. The LGAP Programme has many elements to it and in only commenced in Feb 2017, this delayed start has meant that some targets are unlikely to be met by March 2018 – however, this programme runs to end of 2018, and many of these elements such as Key Sector Entrepreneurial support is often delivered in tranches rather than on a monthly basis so progress can have peaks and troughs. That said, we are confident that overall targets will be met by the time the programme finishes.

Business Loan Scotland which is administered by Business Gateway in Moray has awarded loan funding of £50,000 during Q2 to Makar Technologies based in Forres Enterprise Park. £75K will be released to Wooha Brewery in Kinloss and Windswept Brewing Company in Lossiemouth during October 2017 bringing the total loans released to £175K with a £35K loan application in the pipeline for Q3/4. All of BLS Moray Allocation has now been used until a further ERDF tranche is drawn down in the New Year. There may be an opportunity to apply for further funds should they become available from any underspend in other local authority areas and we will be looking at those opportunities when they arise.

Q2 Activities and Events

10 July	DYW / BG Roadshow Forres
25 July	Supplier Development Awareness Day with Moray Procurement Staff
2 Aug	Inward Investment Group meeting
4 Aug	Joint business growth meeting with HIE

7 Aug Economic Development Team meeting
14 Aug Chaired MBW'17 planning meeting
16 Aug Met with Federation of Small Business to discuss new policies and economic development issues
1 September Attended Moray Chamber of Commerce Awards Dinner – BG sponsored the main award
4 September Attended Supplier Development Forum
12 September Attended 'Moray Soup' board to discuss future events timetable
12 September Judged 3rd sector Social Enterprise Awards
14 September Presentation at Kinloss Barracks to 39 Regiment wives and officers
20 September Met with Kristen Rossvoll Corporate Director, Santander
21 September Conference call as proxy for Cllr John +Cowe – Business Loan Scotland Board
26 September Attended Growth Bid Working Group at Moray College UHI
28 September Presented at Insight into Self Employment Day @ RAF Lossiemouth
28 September Cllr John Cowe was appointed to the Business Gateway Partnership Board as Moray Council representative

WORKSHOPS

Local Growth Accelerator Programme (LGAP):

- Workshop – Critical Business Options
- Workshop – Raising Money for Growth

Core workshops delivered during Q2

- Start your Own Business
- Successful Marketing & Promotion
- Effective Business Record Keeping

Digital Boost Workshops delivered during Q2:

- Introduction to Social Media
- Build Your Own Business Website
- Developing a Social Media Strategy
- Improve Your Website Performance
- Facebook for Business
- LinkedIn for Business
- Producing Engaging On-line Content
- E-commerce

PCS / PCST HEALTH CHECKS (Public Contracts Scotland <https://www.publiccontractscotland.gov.uk/>)

A successful pilot programme of PCS and PCS-Tender health checks has been undertaken delivering a 40 minute one-to-one appointment with Linda Davidson of PCS Capability Development in conjunction with BG Moray.

The aim is to ensure businesses are registered correctly on these portals in order to maximise their potential to win public sector contracts.

We have had very positive feedback from those who participated and that's was reviewed the Supplier Development Focus Group held on 4 Sept 2017 and plans discussed on whether to extend this service. The outcome is that BG Moray will deliver a full day interactive workshop called 'The Perfect Proposal - Winning Public Procurement Prizes in the Digital Age' this workshop has been developed to assist ambitious businesses to grow through winning public sector contracts. The workshop will be on 13 November 2017 as part of Moray Business Week.

Next Quarter Visibility

Moray Business Women's' Awards Judging – Craig will form part of a judging panel for the three categories this year for these awards – the results to be announced at their Annual Dinner in November 2017

Moray Chamber of Commerce Annual Awards: Craig will form part of a judging panel for all of categories this year. BG Moray is sponsoring the 'Most Promising Enterprise Award. Winner will be announced during Moray Business Week 2017. (MBW'17)

Digital Boost Workshops have now been profiled to run through until March 2018 and will be delivered in venues across Moray. A full list can be found at [BG Moray Workshops](#).

Key Sector Entrepreneurial Support - As part of the Local Growth Accelerator Programme we are developing a programme with one of our framework suppliers which will focus on women in business and discussions have already taken place with Moray Business Women to help formulate a programme which will meet the needs of growing businesses run by women and women in senior managerial industry roles. This is likely to include entrepreneurial themes over the weeks including business models, goal setting, identifying new markets and opportunities, vision, mission, values, customer relationships, company culture, team dynamics, cash-flow and finance, intellectual property, pitching, scale and growth and exit strategy. This is likely to be delivered during Q4.

Moray Business Week 2017 - #MBW17 (See Appendix 1 for more details)

Moray Business Week this year will run from Wednesday 8 to Wednesday 15 November and is encourages Moray businesses to embrace the digital age.

The week opens with the Moray Speyside Tourism Conference which offers Moray's tourism businesses and stakeholders a great opportunity to get together, share insights and hear about new developments and to be ready for the ever-changing tourism landscape.

On Thursday HIE is offering hands-on opportunities to make videos which can be used effectively on online digital platforms and explore how virtual and augmented reality could work at the Virtual Reality Expo.

Monday will provide businesses with hands on interactive experience of how public sector contracts can be won and supply chain opportunities accessed. This session has been developed by Business Gateway to assist ambitious businesses to grow through winning public sector contracts. Also on Monday, businesses can find out more about the Skills for Growth innovative service designed to help small businesses get the best out of the skills of their workforce run by Skills Development Scotland (SDS). SDS helps employers achieve their business objectives. Moray College UHI will provide a CPD session covering Employee development and how this supports business growth and development and has been shown to reduce staff turnover.

Tuesday will offer businesses, new to social media for business with an introduction to the digital platform in the morning and in the afternoon a session, again for those with little or no knowledge about websites to build your own site. Tuesday evening will see a **new event** for this year – the first 'Moray Business SOUP'. Taking place in the Alexander Graham Bell Centre at Moray College UHI, this SOUP has the same structure as any other SOUP but the focus is on business. If you have an idea for a business, or need for funds to attend a conference or just a little help to scale up your business then this is for you! [Moray Business Soup info](#)

The week finishes on Wednesday with the **Moray Chamber of Commerce** Annual Awards Lunch. This is the Third Awards lunch held to celebrate Moray business. This year the event will be held The Green at Elgin Golf Club.

- Most Promising Enterprise
- SME of the Year 2017
- Tourism Business Award
- Community Tourism Award

As always Moray Business Week 2017 involved a collaborative effort involving Moray stakeholders offering a platform for Moray businesses to '*Connect Digitally and Grow Globally*'

EVENTS



CONNECT DIGITALLY, GROW GLOBALLY

**WED 08
NOV**

**MORAY SPEYSIDE
TOURISM CONFERENCE**

AGB Centre

**THU 09
NOV**

**SOCIAL MEDIA &
VIRTUAL REALITY**

Making Videos for Social Media: 9.30-12pm
Virtual Reality Expo: 1pm-4pm

**FRI 10
NOV**

**EXPORTING EVENT /
INDUSTRY 4.0**

Horizon Centre

**MON 13
NOV**

**INTERACTIVE
WORKSHOPS**

'The Perfect Proposal' - Winning Public
Sector Contracts: 9.30am-4.15pm
CPD & Skills for Growth: 10am-12pm

**TUE 14
NOV**

**SOCIAL MEDIA / WEB BUILD
/ BUSINESS SUPPORT**

Intro to Social Media: 9.30am-12.30pm
Build Your Own Website: 1.30pm-4.30pm
FACT Business Support Event: 2pm-4.30pm
Moray Business Soup: 5.30pm-7.30pm

**WED 15
NOV**

**MORAY CHAMBER OF
COMMERCE ANNUAL
AWARDS LUNCH**

11.30am-2pm

TICKETS AVAILABLE ON EVENTBRITE

