

BUSINESS GATEWAY MORAY PERFORMANCE REPORT

Quarter 3

1 Oct - 31 Dec 2017



Quarter in Review

This report reflects Quarter 3 Business Gateway (BG) activity in Moray. The number of adviser appointments, online enquiries and interactions with existing businesses by BG Moray has risen significantly compared to previous years. A target of 300 was set based on previous years' statistics which were agreed as 'SMART'. Q3 has pushed our total enquiries to well beyond that at 602 2017/18 so far. Although this is an encouraging trend, this does not always indicate that business growth is present in the local economy. These interventions can be with companies struggling with cash-flow seeking financial solutions, looking for premises, wanting legislative guidance, marketing support or using BG advisers a sounding board for some re-assurance on a new idea, product or service before they take it to the marketplace. There has also been a good number of start-up businesses recorded (28) which has been supported by BG Moray this quarter. The retail sector continues to show a marked increase in activity around Moray. The area still faces some challenges with businesses which are struggling to stay viable, but they are being supported where possible to find alternative income streams which complement their current offering and enabling stability and in some cases growth opportunities.

BG Moray continues to work with businesses which have growth ambitions in conjunction with Highlands and Islands Enterprise (HIE) to ensure that these businesses receive the right support at the right time in their development. The number we had targeted with support year was 30 – up 5 on last year – however by the end of December 2017, interventions on 42 businesses had taken place and these companies had received help to achieve their growth potential. Monthly meetings are held with HIE, to discuss collaborative support where possible. Enquiries from these existing businesses 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. However, we pro-actively seek to support businesses in the Scottish Governments Key Sectors which include Tourism, Food & Drink, Life Sciences and Creatives.

Supplier Development remains a key element of business development opportunities available to Moray Businesses. There is the potential for them to contract at a significant level and expand their business by supplying goods and services to public sector agencies. BG delivered a workshop during MBW '17 to 15 businesses that have now gone on to register on Public Contacts Scotland (PCS) and PCS Tender as a result. We will be attending 2 Supplier Development Events in Moray during January 2018 to support businesses who are interested in accessing supply chain opportunities in the public sector.

The Local Growth Accelerator Programme (LGAP) has been delivered throughout Q3 and we are developing a programme with Elevator UK, looking at supporting women in business and also women in senior management posts.

Good news stories in Q3

Delnashaugh Hotel



Delnashaugh Hotel

Nestling within the wooded glens of Ballindalloch Castle in the heart of Speyside, this historic inn provides hearty meals, refreshing ales and comfortable accommodation for locals and visitors to the area.

It has recently been taken on by a local family and they have plans to develop the offering and cater for a truly international market. Delnashaugh was supported with one to one business start-up advice

WooHa Brewing Company



WooHa Brewing Company is dedicated to making great tasting bottle and KeyKeg conditioned beer and sharing it across the globe. Using expertly blended malts, balanced flavours and cold, clear Scottish water, WooHa produces a range of award winning ales and lager using traditional methods with a twist.

This company has recently located in Moray and Business Gateway has worked closely with them to secure £50K funding from Business Loans Scotland. This will help them to develop the business and provide employment opportunities in Moray

Windswept Brewing Company



Windswept Brewing Company

Located in Lossiemouth on the Moray coast where like-minded adventurers gather to pursue their outdoor passions whatever the weather, you'll also find a something of the landscape in Windswept beers.

This company started trading in 2012 with support from Business Gateway and has recently looked to develop their business by expanding their visitor appeal with investment in buildings and their range of beers.

They approached BG for support to apply for loan funding via Business Loans Scotland. This application for £35K was recently approved.

Performance Statistics

Core Service					
2017/18	Oct	Nov	Dec	Progress to Date	2017/18 Target
Business Start ups	11	11	6	98	125
Early Stage growth (ESG)	0	0	1	11	10
Approved into Growth Advisory Service (GAS)	5	6	1	42	30
Approved Growth Pipeline - HIE	1	0	0	4	2
Approved Account Management - HIE	2	0	0	4	1
Total activities (enquiry actions /appointments)	77	71	35	602	300

LGAP					
	Oct	Nov	Dec	Progress To Date	2017/18 Target
LOT 1 - Specialist					
Businesses assisted with one to one advice	3	1	1	10	18
LOT 2 - HR Advisory Service					
Businesses assisted with one to one advice	0	0	0	6	18
No of jobs created	0	0	0	13	18
LOT 3 - Growth Workshops					
Half day workshops delivered	0	3	0	7	24
Full day workshops delivered	0	0	0	0	0
Number Workshop Attendees	0	3	0	13	70
Unique businesses assisted	4	5	0	18	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

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 28 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 98 at end of Q3 (78% of our target for 17/18). A total of **137 FTE jobs** have been either retained or created at the end of Q3 by start-up or business purchases. New ventures can and do have a positive impact on the provision of employment throughout Moray by providing opportunities for young and experienced individuals living in our communities.

Types of start-ups this quarter There has been increased activity in the Food and Drink sector with 5 of the total start-ups being hotels, takeaway outlets or restaurants and we are confident that this positive trend will continue. Types of businesses starting up include:

- Hotels
- Restaurants
- Takeaways
- Picture Framers
- Photographer
- Bespoke Jewellery
- Golf Pro
- Law Practice
- Gin Tourism Service

Marketing / PR A number of businesses received publicity via Muckle Media and the MEP as well as Wave PR, delivered from a BG national with the Moray team supplying the contacts and background information. These included: Moray Hog Roast Co; Sam Goates 'Woven on The Bone' (also in P and J); 1st Moray Business Soup.

BG Moray's Facebook Page showcases business skills workshops events and shares stakeholder events as appropriate. Highlighted in Q3 were:

- Moray Business Week 2017
- Latest Digital Boost Workshops
- Fourth Industrial Revolution Event
- Moray Tourism Conference
- GDPR Regulations
- Whistle Stop Tour of Employment Law Workshop
- Meet the Buyer Event - Moray Council Trades Framework
- Winning Ways - The Perfect Pitch Workshop
- Managing and Motivating your Millennials Workshop
- Press ads – There has been local activity across all SPP titles including the Northern Scott, Forres Gazette, Banffshire Herald and advertiser.
- The national Start-Up campaign, started on all media including TV and Radio starts in Jan 2018

Business Growth Support / LGAP Programme /Access to Finance Q3 saw 12 businesses engage in more depth with BG to investigate growth opportunities bringing the total to 42 so far this year - a 30% increase on last year. They have been supported to produce Growth Action Plans and have received specialist advice via our LGAP Programme where appropriate. The types of businesses supported include:

- Vehicle Body Shop
- Restaurant and Wellness Centre
- Renewables Company
- Sawmill
- Large Retail Visitor Centre
- Clothing / Accessories Designer & Manufacturer
- Proton Therapy Production
- Food and Drink Manufacturer
- Entertainment Venue

BG Moray will continue to work with these businesses and others to help them achieve their full potential over the next 12 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. Working closely with HIE we have two of these companies now accepted into Account Management and one has had specialist support from a BG referral to SMAS (Scottish Manufacturing Advisory Service). 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.

LGAP Specialist one-to-one advice - access to finance. The BG team works with growing companies to establish growth viability by using in depth financial planning models developed in-house.

Business Loan Scotland which is administered by Business Gateway in Moray has awarded loan funding of £50,000 during Q3 to Wooha Brewery in Kinloss and £35,000 to Windswept Brewing Company in Lossiemouth, bringing the total loans of £185,000 to date from the fund. There is a further £35K loan application in the pipeline for Q4. This can be released once the next ERDF tranche is drawn down by BLS which is anticipated in early 2018. We are investigating options regarding due diligence process for BLS in Moray as this is no longer provided as part of the Service Level Agreement with the Highland Council. The due diligence service is required to maintain transparency for audit purposes and to ensure there is no conflict of interest for BG Moray.

Q3 Additional Activities and Events

2 Oct	Economic Development Team meeting
3 Oct	Joint business growth meeting with HIE
6 Oct	Joint MC/HC SLA meeting in Inverness
13 Oct	Moray Business Women Awards Judging
16 Oct	Meeting with Cllrs Lorna Creswell and John Cowe regarding Forres Credit Union and Support for Micro businesses
17 Oct	MBW '17 Final Planning meeting
18 Oct	Business Gateway (Moray & Highland) Team Meeting Inverness
24 Oct	Moray Chamber Awards Judging
26 Oct	Meeting with Princes Trust Enterprise
8-15 Nov	BG Managed & Delivered Moray Business Week '17 Programme - A wash up session and evaluation was held in early December and MBW'17 received some very positive feedback on sessions held during the week and in particular on the Digital theme. 560 unique businesses attended the week in total – up by 15% on MBW'16. Overall costs were reduced again this year and overall by 2/3rds since the inaugural event in 2015 event. <i>(A stakeholder meeting Chaired by BG will take place on 26 February 2018 - Room 1 in Moray Council Annexe to start the planning process for MBW '18!)</i>
24 Nov	Meeting with RBS Business Banking Managers
24 Nov	Presentation to students at Moray College UHI about 'Being your Own Boss'
29 Nov	Inward Investment and Development Meeting
12 Dec	Meeting with Elevator UK to discuss format of Sector specific growth programme
18 Dec	Met with Moray Leader Team to discuss BG input on update to the Local Development Strategy

WORKSHOPS – Q3

Local Growth Accelerator Programme (LGAP):

- [Whistle Stop Tour of Employment Law](#)
- [Winning Ways and Pitch Perfect](#)
- [Managing and Motivating Your Millennials](#)
- [Value Your Product](#)

Core workshops delivered

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

Digital Boost Workshops delivered

- Introduction to Social Media
- Build Your Own Business Website
- Email Marketing
- Paid for Advertising
- Cloud for Business
- Keeping your business safe online

Next Quarter Visibility

Meeting with Elgin BID and Moray Chamber: Discuss and manage events collaboration

Supplier Development – meeting with the procurement team to discuss and update the future strategy. 2 supplier Development events will be delivered in January 2018, highlighting contracts available from Moray Council – PCS and PCS-T support will be given by BG Moray. 1 to 1 meetings will be set up with Moray businesses to receive PCS Health Checks during January 2018

Key Sector Entrepreneurial Support - As part of the Local Growth Accelerator 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. We will also target the Creative and Food & Drink sectors.

BG National Start-Up campaign – starts on all media including TV and Radio starts in Jan 2018

Digital Projects - Website

As part of the work on the client contact strategy and strategic review there is a commitment by Business Gateway National to redesigning the Business Gateway website. However, due to the Enterprise Review and discussions with our partners other options are now being investigated. The current site is now three years old and during that time customer behaviour has changed quite radically. We have seen a shift from national to local as the preferred access to BG services and Business Gateway must evolve to meet this trend. We hope to have a further update on this in early 2018.