

BUSINESS GATEWAY MORAY ACTIVITY & PERFORMANCE REPORT

QUARTER 3

1 October – 31 December 2018



moray
council

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Quarter 3 Overview

This report reflects Quarter 3 Business Gateway activity in Moray in 2018. There have been a good number of start-up and existing business enquiries during this period. 197 new enquiries were received by BG Moray during the normally quieter lead up to the Christmas period. This activity has resulted in 26 new start-up businesses registering with HMRC and Companies House which have been supported by BG Moray. This brings the total at end Dec 2018 to 96.

Support for growing business is still a particular focus for BG Moray. Although the number of established businesses looking to grow and accessing BG support has plateaued in Q3, those who are seeking our support at this time require substantial investment and will bring a good number of job and training opportunities to Moray. These businesses have aspirations to trade in global markets in the long term. BG Moray is working with these companies to produce robust investor ready business plans so they can attract both equity funding and debt finance from organisations such as Social investment Scotland and the Scottish Investment Bank. These lenders are critical to any growing business with a short trading track record but that have high growth potential.

On a positive note, as a result of direct BG Moray interventions and robust investor ready financial planning, £1.37M has been secured by start-up and growth companies as at the end of Q3. These businesses have gone through the start-up and growth planning processes ensuring they are well positioned to secure the capital needed to invest in buildings, land or equipment or employ the people they need or upskill their current workforce.

Collaboration with HIE to ensure Moray businesses are supported at all stages in their development continues. We also work with our Moray Council colleagues in Planning, Building Standards, Environmental Health and Trading standards to ensure clients are up to date on any legislative issues which may affect their business. We also liaise with stakeholder partners including Elgin BID and Moray Chamber of Commerce.

Moray Business Week 5 - 9 November 2018 was again a successful week with all but one of the events fully subscribed. 506 unique businesses registered and attended events throughout the week. Budgets were kept within projected parameters using social media platforms, stakeholder networks and databases for marketing purposes and utilising venues which were given in kind or at little cost by stakeholder partners.

Couple of useful funding developments in Q3

The Digital Development Loan was launched in December 2018. It was created by the Scottish Government to provide loans to companies who wish to improve their digital capabilities and processes in areas such as cyber security, data analytics and software engineering. The loan (from £5000 to £50,000) also covers staff digital skills development as part of the Scottish Government's drive to improve economic productivity. BG Moray utilised its social media platforms and stakeholder networks to ensure information about this *interest free loan* fund is widely available. We are also identifying businesses on our own client databases which may benefit from investment in digital technology. <https://digitaldevelopmentloan.org/>

Funding Scotland have also just re-opened the next tranche of Connect Local

The Connect Local Regional Food Fund (RFF) is a grant of up to £5000 to support growth in Scotland's local / regional food and drink sector. This fund will support initiatives and projects in Scotland which celebrate and promote locally sourced and produced food and drink, in line with the priorities of Ambition 2030. The fund is for collaborative projects where groups of producers and food & drink businesses benefit from these initiatives and projects are expected to deliver benefits over the long-term. The fund will allow for support to food and drink producers, regional groups and networks, including farm retail and local food events where traditionally funding can be hard to find. This information has been widely distributed to Food producers in Moray via BG Moray marketing platforms <https://fundingscotland.com/Funds/Fund/a0R0N00000Lg5ExUAJ-connect-local-regional-food-fund>

Good news stories in Q3
Twisted Thistle Fochabers



The Twisted Thistle emerged from local businesswoman Lorraine Boyle taking over a building previously trading as Maple on the outskirts of Fochabers village.

This new retailer offers a range of quality hand crafted items and quirky, stylish and unusual gifts and jewellery to suit all tastes and budgets and for any occasion. The client also has an online business but wanted to open an outlet in Moray.

Calum's Kitchen Alves

Calum's Kitchen was opened in Alves in October 2018 by Calum Main who previously worked offshore and has now fulfilled his dream of running his own restaurant.

Calum prides himself in creating all the homebakes himself and this, along with the warm welcome is the focus of the business.



Café Kombucha Elgin



Café Kombucha was transformed from an empty Moray Council office building into a vegan restaurant in November 2018, the first to open in Elgin.

Its extensive vegan menu along with its quirky upcycled interior has made the café a very popular choice for locals and visitors alike.

Nutkin Ltd Forres



Nutkin Studios are based in Forres and create head-turning digital and blended learning experiences for private and public sector businesses and organisations in Moray, the Highlands and beyond. They offer a wide range of e-learning services, but specialise in training and educational solutions that are of particular benefit to the regional economy.

Performance Statistics

Core Service	Oct 18	Nov 18	Dec 18	Progress to date	2018/19 Target	Progress comparator Q3 17/18
Business Start ups	10	9	7	96	125	98
Approved Growth Advisory Services (GAS)	4	5	4	36	30	30
Approved Growth Pipeline (GP) - HIE	0	8	0	13	2	4
Approved Account Management (AM) HIE	0	8	0	10	1	4
Start Up Workshops	4	0	3	20	26	9
Total activities (enquiry actions /appointments)	84	65	48	610	800	602
LGAP (Local Growth Accelerator Programme)						
LOT 1 - Specialist						
Businesses assisted with one to one advice	0	0	1	7	18	10
LOT 2 - HR Advisory Service						
Businesses assisted with one to one advice	0	0	0	0	18	6
No of jobs created	0	0	0	0	18	13
LOT 3 - Growth Workshops						
Half day workshops delivered	0	1	0	1	16	4
Full Day Workshops Delivered	1	0	0	6	8	0
Number Workshop Attendees	6	12	0	61	70	27
Unique businesses assisted	0	10	0	51	70	27
Digital Boost Half day workshops delivered	4	1	0	15	20	4
Digital Boost Workshop attendees	38	15	0	162	160	27
Digital Boost 121 Support	0	0	0	6	4	0
LOT 4 - Key Sector Entrepreneurial Support						
Programmes per annum	0	0	0	0	2	0
Business assisted	0	0	0	0	16	0
Additional Local Events delivered						
No. of Events				20	10	16
No of Businesses Attending				1601	500	1209

Business Start ups

Q3 will see BG Moray reach our target for start-ups at this time. 96 new businesses have been confirmed as started by registering with HMRC and/or Companies House with support from BG Moray. These include Elgin's first Vegan Cafe.

A total of 131 FTE jobs have been either retained or created in Q3 by start-up businesses and business purchases. Job creation and retention remains a key element of BG's KPI's.

Loan/grant funding secured by start-up businesses as at end Q3 and as a result of direct intervention by BG Moray has reached £625K.

Flavour of start-ups this quarter includes:

- Retail Scottish Handcrafted Goods
- Children's Play Area Construction
- Online Sweet Shop
- Restaurant
- Swedish Massage
- Agility Classes for Dogs
- Engineering and Fabrication Company
- Hydrotherapy for Dogs
- Bookkeeper
- Massage Therapist
- Vegan Café
- Graphic / Website Designer
- Beauty Room
- PR & Communications Company
- Joiner / Cabinetmaker
- Mobile Hair Stylist
- Photography/ Videographer
- E-Learning online Platform
- Nail and Lashes Bar
- Beauty therapist
- Marketing Consultancy
- Sports Massage
- Employment Lawyer

Business Growth Support - LGAP/ Digital Boost Programme

Q3 saw a further 15 businesses engaged in more depth with BG to investigate growth opportunities which they have identified. They have been supported to produce Growth Action Plans and with investor advice through the LGAP (Local Growth Accelerator Programme). These plans will help drive ambitious businesses to significantly increase their turnover over the next 3 years. Types of businesses supported in Q3 include:

- Guest House
- Social Enterprise
- Forestry Contractor
- Indian Cookery Business
- E-Commerce Retailer
- Games Developer
- Stationery Retailer
- Agricultural Machinery Company
- E-Commerce Strategy Company
- Glamping Site
- Online platform supporting people with Mental Health Issues

The breadth and types of businesses looking to grow in Moray is encouraging as many are in key Scottish Government sectors. We will continue to work with these businesses and others to help them achieve their full potential. Although these may not include many businesses which grow substantially enough to employ huge numbers or have a significant impact in the local economy in the short-term, they do not lack ambition and further growth should not be discounted in the longer term. Our aim is to work with others towards the outcomes laid out in the recently launched Moray Economic Strategy 2019-2029. This is to encourage those micro-businesses to become established as SME's and employ 10+ people and to trade outwith local markets.

Continuing to work with our colleagues at HIE, 8 businesses moved into Growth Pipeline and Account Management in Q3 which is a significantly higher number than previously reported and will have a positive impact on yearly outturn. This is in line with our ambition previously highlighted, to increase the conversion of micro-businesses into SME's with growth potential.

Access to finance for growing businesses as at Q3, through direct BG Moray interventions has reached £745K.

Marketing/PR Business Gateway PR has been delivered at a National level by Wave PR - but this contract will end on 31 December 2018 and BG National will now contract with the BIG Partnership. The Moray team will continue to supply the contacts and background information on local businesses they wish to put forward as potential case studies. There are a number of businesses identified which have agreed to receive PR support and these will be passed to BIG PR during January 2019 – to be featured in local and National Press as appropriate.

The BIG Partnership – with over 100 staff and five locations, is a significant agency player in Scotland and has many contacts. They are about to launch the Business Gateway January 2019 campaign. BIG has been tasked to work with the National Unit to look at the Business Gateway brand, its corporate position and perceptions within our target audiences and stakeholders. Key objectives for them are:

- To demonstrate relevance and tangible outcomes to businesses that have worked with Business Gateway.
- Help Business Gateway shape the external environment, including engagement with political, legislative and regulatory processes, to shape the broader opinion.

At the moment the focus for BIG is on the 'Missing Piece' campaign launch, however, by mid-January they will be planning for the local delivery of the marketing and the local PR opportunities that it offers. Points that will be covered would include business profile of your area, trends in start-ups and existing businesses, local programmes that work particularly well and case studies etc.

This marketing will reach out to all platforms from Digital and TV, to Visual (busses /newspapers) to radio. All our leaflets and display boards will also be change.

New 'Missing Piece' Strapline



New Videos

Scotland's Gin Revival: <https://www.youtube.com/watch?v=PhVWtOPkR5A>

Unconventional Routes (Sir Tom Hunter): https://www.youtube.com/watch?v=XrATy2Dxlco&list=PL_hx-SFd3Zt3aaBAFTwRxz0mfffC0j7B

Unconventional Routes (Piggery Smokery)

https://www.youtube.com/watch?v=wZaP_1cmrw4&index=2&list=PL_hx-SFd3Zt3aaBAFTwRxz0mfffC0j7B

DigitalBoost TV Advert: https://www.youtube.com/watch?v=3E_2JsO61no&t=0s&list=PL_hx-SFd3ZvgLMRtOuzazochHjrgY4ygC&index=6

BG Moray's Facebook Page continues to be used as a marketing platform for our business skills workshops, events and sharing stakeholder events. Published or shared in Q3 were:

-  Moray fundraising conference
-  Moray Tourism Conference
-  Moray Business Week 2018 Programme
-  Moray Growth Deal
-  Herald Scottish Family Business awards - sponsored by BG National
-  BG core workshops
-  DYW Year of Young People Breakfast event
-  Digital Boost Workshops
-  Online BG guide to Brexit for business
-  Moray Chamber Awards Lunch
-  Cyber Security Voucher Launch
-  FLAG Funding
-  Small Business Saturday
-  BG Annual Review
-  FSB Awards

Q3 Activities and Events

- Moray Business Week 5 - 9 November 2018 - Successful week with all but one of the events fully subscribed. 506 unique businesses registered and attended events throughout the week. Using social media, stakeholder networks and databases for marketing purposes and utilising venues which were given in kind or at little cost by stakeholder partners – the budget for the week ran to £655 - BG National picked up the cost including advertising in the local press.
- LGAP – this programme is currently being delivered with a 50% intervention rate from ERDF funds. Highland Council are leading on a joint bid to replace this with a new ERDF application with a potential 70% Intervention rate. The new proposed LGAP Programme has been put to the Scottish Government and this will be ratified by Q4.
- HIE/ BG - Joint business growth client meetings.
- BG Moray sponsored the Moray Fundraising Conference in Elgin Town Hall
- Delivered Business Breakfast on the Living Wage
- Judged Moray Chamber of Commerce Awards
- Met with Donna Chisolm (Area Manager HIE) regarding joint entrepreneurship Programme with BG
- Attended and reported to SLA Joint Board
- Attended Amazon Rural Academy at An Lochran
- Met with CEO of MCC regarding Chamber Council
- Attended Digital Development Loan Seminar
- Attended BG Moray / Highland Team meeting - Inverness

Workshops:

Core workshops

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

Digital Boost / LGAP Workshops

- Digital Marketing strategy
- Facebook for Business (Intermediate)
- Enhance Your Business with Digital
- Pinterest, Instagram for Business
- Video Productions for Social Media
- LinkedIn for Business

Next Quarter Visibility

Digital Boost Programme

- Effective E-Commerce
- Cyber Security essentials
- Facebook for Business (Intermediate)

LGAP Programme Joint SME Accelerator Programme Pilot launched with HIE

BG Marketing Toolkit: There is also going to be a new Toolkit rolled out at the end of January 2019 for the local advertising and marketing that links in with the creative strategy

- Out goes the swoosh, in comes the new 'propeller' mark and 'Connect with us ' strapline
- Refreshed design now incorporated within website, campaign and collateral
- Phased re-branding for local Business Gateway offices in quarter 4.
- Succinct brand guidelines

Other planned events /activities:

- Business Gateway Website Re-design and Launch – January 2019
- North East Food and Drink Event
- Progress £1M inward investment proposal (*approach to SIB*)
- Moray Business Week 2019 / Moray Expo Planning meeting
- Moray Chamber of Commerce AGM
- Moray Winter Festival Board Meeting