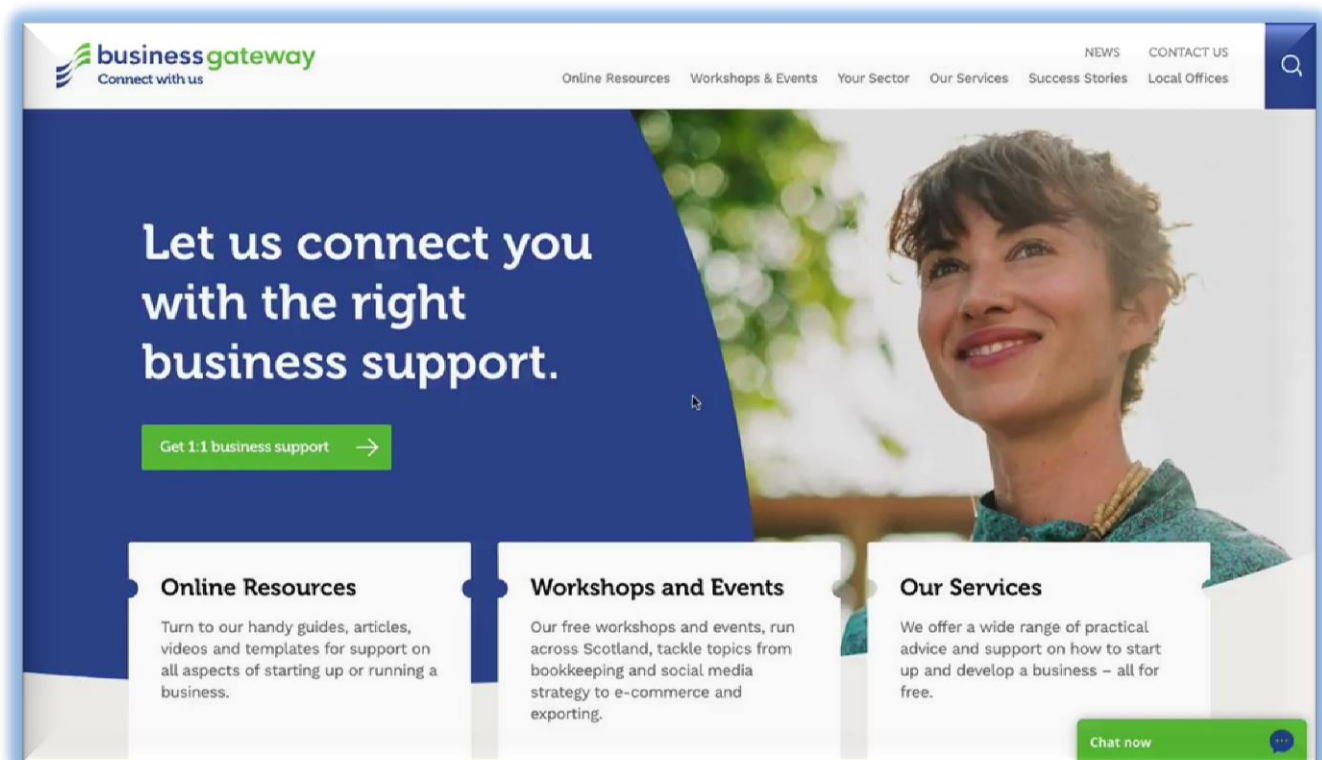


BUSINESS GATEWAY MORAY ACTIVITY & PERFORMANCE REPORT

QUARTER 4

1 January – 31 March 2019



moray
council

 **business
gateway**
your gateway to business expertise

Quarter 4 Overview

This report reflects Quarter 4 (year-end) Business Gateway activity in Moray, ending the year on 31 March 2019. Enquires were buoyant at the beginning of 2019 with 92 in January alone. These enquiries came from a wide range of sources such as individuals thinking of taking their first steps into businesses to those looking to grow and develop their presence in Moray, as well as companies considering locating in Moray for the first time, employing people or developing new products.

This brings our total number of enquires for 2018/19 to 852 against a target of 800. Interventions by BG Moray can be for various reasons including supporting businesses which are perhaps not doing so well at this time or those looking to move into new premises, markets or increasing / upskilling their workforce.

36 new start businesses were recorded during Q4 which have been supported by BG Moray bringing the total for the year to 132 – exceeding our target of 125. The food and drink sector continues to show a marked upturn in activity around Moray as does the trend towards retail businesses addressing their e-commerce capability. Although SME's still face many challenges on a day-to-day basis, there are a number of collaborative initiatives being developed to assist ambitious early-stage business owners and entrepreneurs to improve their business offering, growth and investment potential at an accelerated rate.




The recently launched ambitious **Moray Economic Strategy 2019 – 2029** seeks to deliver **BUSINESS GROWTH** in small and medium-sized businesses employing more than 10 people. By developing a long-term programme of business acceleration activities, supporting small enterprises each year to focus rigorously on their growth, the outcomes in the strategy can be achieved.

BG Moray has been working with Highlands and Islands Enterprise (HIE) through our LGAP Programme to target ambitious micro businesses and SME's who have aspirations to grow their business. An **SME Accelerator Pilot** will be launched to target innovation-driven enterprises in Moray. We also recognise the importance of improving skills for growth through leadership and introducing the use of role models management capability in Moray SME's. Topics will include: Strategy and Planning; Leadership and Management; Market and Internationalisation; Sales and Marketing; Innovation; Operations and Productivity; Staff Profile and Development; Financial Review and Development. A cohort of 20 businesses will take part in the pilot.

BG Moray continues to work on a day to day basis with businesses which have growth potential to ensure that these businesses receive the support they need. The number we had targeted with support this year was 30, however 44 growing businesses have been supported and completed Growth Action Plans. These plans are designed to help them achieve their growth potential within the timelines they are working to. Enquiries from these 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 access to LGAP products.

Although access to loan funding for SME's remains challenging, a business with a business plan/business growth plan containing robust financial projections is more likely to secure the funding they require to meet their needs.

BG Moray's direct interventions last year resulted in:

-  Loan funding leveraged by growth businesses = £1.08m
-  Loan funding secured by start-up businesses = £636K.
-  **Total leverage: £1.72m**

Supplier Development Programme

On 19th February the Moray council ED & I Committee made the decision that the Council would change their affiliation with the above programme from associate to full membership – this would be on a 1-year trial basis. By assisting Moray businesses to become tender ready for public procurement we can improve their sustainability and market potential. SDP are keen to develop a training programme in line with contract opportunities in the Moray area, resulting in increased numbers of Moray businesses registering on Public Contract Scotland(PCS) and Public Contract Scotland Tender(PCST) and winning contracts or accessing supply chain opportunities.

Good news stories in Q4

WhatBox Interiors, Forres



What Box Interiors was supported by BG Moray to start up in April 2018. Owner Colin Wilson creates completely unique pieces from recycled items due to be scrapped or disposed of, or of sentimental value. At the start of 2019 his products became available for purchase at the Scottish Design Exchange in Buchanan Galleries in Glasgow.

This is an exciting development as previously stock was only found in Moray or online.

It has proved to be a positive move as a significant growth opportunity and targeting a wider market.

I Like Birds - Rafford

I Like Birds: The home of bird-themed gifts since receiving BG Moray support to start up in 2014.

They design things with birds on. Since 2014 they've been turning out some mighty fine bird-themed gifts, perfect for birdwatchers, bird lovers and design-a-holics alike. Since being runner up in the UK License It Competition in 2018 Licencing Agents JELC have taken I Like Birds in to their portfolio – they already look after big names such as Coca Cola, Harley-Davidson, Andy Warhol, Hallmark Cards, Jack Daniels etc. They have recently been Shortlisted Gift of the Year 2019 and are finalists in the UK Stationery Awards, in the "Best Licensed Stationery" category held on 30 April '19 at the Business Design Centre, London



Cycle Logistics, Elgin



James Gault had always harboured an ambition to start up his own business. His grandfather had been involved in haulage and James grew up around this environment. However James was keen to start up a new venture with greener credentials. He has faced many challenges in life but his sheer tenacity has enabled him to get his business off the ground – an admirable effort indeed!

James can be seen 'whizzing around' the streets of Elgin delivering everything from parcels to furniture on his bespoke tricycle.

AM Employment Law, Elgin



AM Employment Law Ltd was set up in order to provide specialist employment law advice to employees and employers in Moray.

After specialising solely in employment law for just over 7 years, Adele Morris gained a passion for this area of the law and in January 2019 started AM Employment Law with support from BG Moray.

Dedicated to providing employment advice locally, Adele strives to provide professional advice in a friendly and approachable way. Building excellent relationships with her clients is a main focus for the business. This allows Adele to tailor advice to the individual or the business.

Performance Statistics

Core Service	Jan 19	Feb 19	Mar 19	Outcome 18/19 Year-End	2018/19 Target	Outcome 17/18 Year-End
Business Start ups	14	10	12	132	125	128
Approved Growth Advisory Services (GAS)	3	3	2	44	30	30
Approved Growth Pipeline (GP) - HIE	1	0	0	14	2	6
Approved Account Management (AM) HIE	1	0	0	11	1	6
Start Up Workshops	1	3	4	28	26	27
Total activities (enquiry actions /appointments)	92	88	62	852	800	806
Access to finance / Investor readiness	5	5	4	50	20	30
LGAP (Local Growth Accelerator Programme)						
LOT 1 - Specialist						
Businesses assisted with one to one Specialist advice	1	1	2	11	18	15
LOT 2 - HR Advisory Service						
Businesses assisted with one to one advice	0	0	1	1	18	6
No of jobs created	0	0	0	2	18	13
LOT 3 - Growth Workshops						
Half day workshops delivered	0	0	0	1	1	4
Full Day Workshops Delivered	1	0	0	8	8	8
Number Workshop Attendees	10	0	0	71	70	90
Unique businesses assisted	10	0	0	70	70	84
Digital Boost Half day workshops delivered	2	2	2	21	20	18
Digital Boost Workshop attendees	18	23	16	219	160	106
Digital Boost 121 Support	0	0	0	6	4	0
LOT 4 - Key Sector Entrepreneurial Support						
Programmes per annum	0	0	0	1	1	0
Business assisted	0	0	0	20	10	0

Additional Local Events delivered			
No. of Events	28	10	21
No of Businesses Attending	1800	500	1499

Business Start ups

The year-end will see BG Moray exceeding our target for start-ups. 132 new businesses have been confirmed as starting by registering with HMRC and/or Companies House with support from BG Moray. A total of 173 FTE jobs have been either retained or created in Q4 by start-up businesses and business purchases. Job creation and retention remains a key element of BG's KPI's.

Start-ups this quarter include:

Well Being Online Hub	Buckie	Pvt Occupational Therapy services	Lossiemouth
Green Delivery Service	Elgin	Microbladist	Elgin
Valeting company	Keith	Café	Hopeman
Autism Support & Training	Spey Bay	Graze Dining Service	Elgin
Website Designer	Forres	Hot Tub Hire	Elgin
Indian Takeaway	Elgin	Dog Walking & Boarding	Elgin
Timber Building Design	Elgin	Childminder	Elgin
Painter and Decorator	Elgin	Portrait Artist	Elgin
Construction Training Provider	Elgin	Care at Home	Elgin
Vehicle Repair Garage	Grange	Bike touring	Forres
English Tutor	Elgin	Eyelash extensions	Elgin
Nails & Beauty	Lossiemouth	Self-Catering Lodges	Dufftown
Mini Digger Hire/Groundworks	Keith	Seamstress	Elgin

Business Growth Support - LGAP

Q4 saw a further 8 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 financial projections through the LGAP (Local Growth Accelerator Programme). These plans will help drive ambitious businesses to significantly increase their turnover over the next 3 years. This brings growth businesses supported at year end to 44 – exceeding our target of 30. However it would be true to say that we have seen a marked reduction in the number of business with these growth plans in place, actually implement them and although they may have secured the appropriate funding required, BREXIT 'chaos' is inevitably playing a huge part in their indecision.

Types of businesses supported in Q4 include:

-  Engineering and Fabrication
-  Meteorological Forecasting
-  Public house in Elgin
-  Public House in Aberlour
-  Landscaping Specialists
-  Social Enterprise
-  Opticians
-  Land Management Company

Delivered 'Managing People for the first time' Growth workshop in January 2019 to 8 businesses. This covered:

- Your role as a Manager
- Rights and responsibilities of staff
- How to lead, motivate and communicate with staff
- How to deal with difficult issues
- Ways of managing the workload
- Staff performance management
- What makes people tick

Help for Businesses which may be affected by Brexit uncertainty.

Business Gateway Moray has measures in place to support businesses. These have been agreed at National level with the Scottish Government. Businesses can:

- Use our online Brexit [self-assessment tool](#) and [12-point Brexit checklist](#) to identify the likely exposure to Brexit risks and opportunities (***link posted on MC website in the BG section***)
- Attend [Brexit events](#) / [webinars](#) being delivered across Scotland to get expert advice
- Get information, advice and support around workforce, investment and IP issues
- Find out if they are eligible for the **Brexit Support Grant**, providing 100% support up to a maximum £4k to help *any SME in Scotland* manage a wide range of potential **Brexit** impacts
- Get assistance to apply for an [EORI number](#) (*Economic Operator Registration and Identification number*) to continue to export and import after Brexit day. Businesses that have only ever traded inside the EU will not have an EORI number.

Digital Boost Programme The current Digital Boost programme has come to an end and 21 workshops were delivered in Moray during the year - one additional workshop than first forecast and 219 businesses attended (59 more than anticipated) and have subsequently benefited from being able to develop social media strategies and implement them within the context of their daily operations.

BG National Unit has received official confirmation of funding for phase 4 of Digital Boost for the 2019/20 fiscal year. It's been agreed that Moray's allocation for the year ahead will be:

- Workshops – 16
- Specialist 1-2-1 sessions (up to 21 hours per business) – 6

Marketing/PR

BG Moray's Facebook and Twitter Pages are well used as marketing platforms for our business skills workshops, BG events and sharing stakeholder events. Published or shared in on our digital platforms this quarter were:

- Skills for Growth Programme from Skills Development Scotland
- Market Reports
- Digital Boost Programme
- Moray to the World Business Breakfast with HIAL
- Connect – Scottish Rural Food Grant Fund
- Moray Scottish Apprenticeship Week
- Preparing for Brexit
- James Martins visit to Windswept Brewing Lossiemouth
- Speyside Brewery Kickstarter Fund - Yellow Bar Forres
- North East Scotland Food & Drink Awards
- Change to Living and Minimum Wage Rates
- SDP Meet the Buyer North Event – Aviemore 4 Sept 2019

Lossie Lighthouse RAF Publication: BG National has agreed that we advertise in this publication as it has a wide circulation to RAF personnel and their families. The first advert went into the February/March 2019 issue and will be placed a further 4 times this year. The cost will be covered by BG National marketing and response monitored locally.

The BG National Marketing unit has approved additional advertising from the national budget across a number of platforms, with bus Streetliners, also the Press and Journal and Scottish Provisional Press newspapers. These adverts have included a mix of start-ups, growth and workshops. Looking ahead Moray Firth Radio will have a BG commercial running for the first quarter of 2019 in April and May. There will be new bus 'Streetliners' coming in May, with 8 buses out of the Elgin depot. In terms of digital - Google PPC and Facebook have also been booked. Our print media advertising has been put on hold until we re-visit costs against circulation; the latter has gone down significantly in the last 18 months. Across all areas we are aware print media doesn't seem to be as effective as it was, although the current costs don't appear to reflect a downturn in readership. The exception could be community newspapers as they still seem to produce a good level of engagement for us.

Thoughts going forward are that we should vire the bulk of the current print media budget provided by National into digital and radio. For digital we'll 'boost' some of our posts to target audiences and create video content using local film makers. For radio we'll localise the ads using the tagline - Business Gateway Moray. We also intend to set up a LinkedIn page for Business Gateway Moray and we can use that too as a network platform which will complement our local Facebook page and Twitter.

The Business Gateway outline Communication/PR Strategy for 2019/20 has been endorsed by the Business Gateway Board. Until now, communications have predominantly focused on client case studies (start-ups). While this has helped raise the profile of our clients, the messaging for Business Gateway has often been lost in translation and inconsistent. A new approach will ensure that strong key messages are communicated in a consistent and effective way in order for BG to achieve their PR objectives on a national basis.

This approach will:

- Seek to change the perception of Business Gateway as a predominantly Start-Up business support service; increasing the engagement with businesses scaling up
- Increase understanding of products/services offered to existing businesses
- Maintain awareness and engagement amongst those thinking of or actively starting a business
- Increase productive engagement with intermediaries

The new Marketing Toolkit has been rolled out and BG Moray has access so we can create content for print as necessary (posters etc.). BG National plan to continue the BG brand refresh by updating liveries in all offices across Scotland during 2019, aligning with the new BG strapline 'Connect with Us'

Q4 Activities and Events

- Making Tax digital Breakfast – in conjunction with RBS
- Moray Chamber of Commerce AGM
- Attended Moray Winter Festival steering group meeting
- Moray Chamber Council meeting
- Presented to UHI Horticultural Students Business Planning session
- Attended Moray Skills Pathway (MSP) meeting at EHS
- Attended Moray Great Places Project Feedback session at horizon Scotland
- Attended virtual training on new BG National 'Planning to Start' platform
- HIE/ BG - Joint business growth client meetings
- Met with Resource Efficient Scotland to better understand what they can offer SME's
- Attended RBS event on Cyber Security
- Chaired stakeholder meeting to plan for Moray Expo in 2020
- Met with Donna Chisolm (Area Manager HIE) to work on brief for proposed SME Accelerator Pilot
- Short Film session completed for Elgin BID area
- Met with GS to discuss NE Food and Drink Awards / eligible Moray companies
- Conference call in to BLS Board regarding Phase 2
- Met David Groundwater - FSB to discuss a joint webinar on Making Tax Digital for Moray businesses
- Met with Forte Productions Board to discuss future events in Moray
- Explored another series of Exporting 121 sessions with SE specialist

Workshops:

Core workshops

- Start your Own Business.
- Successful Marketing & Promotion.
- Effective Business Record Keeping
- Trip Adviser & Online Review Management

Digital Boost / LGAP Workshops

- Managing People for the First Time
- Effective e-Commerce
- Cyber Security essentials – Keeping your business safe online
- Facebook for Business (Intermediate)
- Paid for Advertising on social media
- LinkedIn for Business
- Twitter & Hootsuite

Next Quarter Visibility

Digital Boost Programme Phase 4 of this programme will re-start in May 2019 and run until March 2020. Workshops are currently being planned with dates and venues also being ratified. Topics we will deliver in Moray during Phase 4 will include:

- | | |
|--------------------------------|---|
| ➤ Digital Marketing Strategy | ➤ Pinterest, Instagram & Photography for Business |
| ➤ Paid for Advertising | ➤ Video Production for Social Media |
| ➤ LinkedIn for Business | ➤ GDPR & Keep Your Business Safe Online |
| ➤ Web & Social Media Analytics | ➤ Facebook for Business (Intermediate) |
| | ➤ LinkedIn for Business (Intermediate) |

LGAP Phase 2 Programme Proposed programme for Phase 2 to be finalised by BG Moray to include 3 LOTS, procured from the existing LGAP framework. Proposals are with D Roberts, European Officer (HC) to submit to the Scot Govt on behalf of HC/ MC. An increased 70% intervention rate is anticipated enabling us to deliver a programme taking into account previous uptake and giving the opportunity to maximise the existing budget potential. An SME Accelerator Pilot will be launched targeting Innovation-driven enterprises in Moray seeking to improve networking, innovation and entrepreneurial capacity in these SME's resulting in the transformation of growth businesses in Moray (See overview for detail).

Supplier Development: We will meet the SDP team along with the Moray Council procurement team in April to establish a planned programme of events designed to increase opportunities for Moray businesses to secure public sector contracts.

Presentation to Moray College UHI - BG Moray will deliver an information session to students considering self-employment at the Annexe, Linkwood Campus.

Moray Skills Pathway (MSP) - Attend meeting at EHS to discuss Pathways event format with Business sector

Business Loans Scotland Phase 2: Meeting with BLS Loan office and HC Investment Manager Robin Jackson to be briefed on BG role in delivering BLS 2 – Horizon Scotland, Forres.

Employment, Learning and Leisure Fair Kinloss Barracks, Cumming Hall - BG Moray will take a stand at this event for RAF Personnel and their families.