

# BUSINESS GATEWAY MORAY ACTIVITY & PERFORMANCE REPORT

## QUARTER 1

1 April – 30 June 2019



*moray*  
council

 **business**  
**gateway**  
your gateway to business expertise

## Good News Stories

### Gut Feelings Kombucha, Findhorn



Gut Feelings Kombucha is an effervescent probiotic drink, supporting gut bacteria for all round good health. It is produced in Findhorn and the owners use organic products as far as possible, with all other ingredients being locally sourced. This is a small batch production facility, focused on natural fermentation. Initially Gut Feelings Kombucha sells bottles to local cafes to sell by the glass. The business model will develop over time as it grows. 'Gut Feelings' received start up support from BG Moray.



The dedicated team behind the hugely successful 'Let it Snow' concerts held at Christmas each year in Elgin have launched a brand new production company. Forte Productions is the brainchild of Ryan Mackenzie, a young Scottish pianist originally from Buckie.

With an emphasis on excellence, Forte seek out exceptional performers across a wide swathe of the musical landscape; encompassing all musical genres from jazz to classical, traditional to pop, they strive to bring increased diversity to the arts in Moray, the Highland & Islands and beyond. One of the key pillars upon which Forte was created is to showcase boundary breaking pieces of work that are new to all audiences.

Outreach is at the core of what Forte do. They find ways to involve the community in their projects, creating a unique environment that will support the next generation of performers. Working within local schools, colleges and groups, they also aim to offer new experiences which builds on Moray's existing rich musical culture. BG Moray has supported Ryan from the outset to start and grow this new venture.

### Kellas Estate, Moray



Kellas Estate is nestled in the heart of Moray in some of Scotland's most dramatic countryside. The area offers world renowned fishing and whisky, golfing, castles, beaches and hillsides and Kellas Estate provides the perfect base for exploring Moray.

BG Moray has supported the estate with their development plans and growth ambitions.

## Performance Statistics

Core Service	Apr '19	May '19	June '19	Progress to date 2019/20	2019/20 Target	18/19 Year-End Outcomes
Business Start ups	18	13	11	41	130	132
Approved Growth Advisory Services (GAS)	4	3	4	11	30	44
Approved Growth Pipeline (GP) - HIE	0	1	0	1	4	14
Approved Account Management (AM) HIE	1	0	0	1	4	11
Start Up Workshops	1	2	1	4	24	28
Total activities (enquiry actions /appointments)	64	70	87	221	800	852
Access to finance / Investor readiness	4	4	12	20	40	50
<b>LGAP (Local Growth Accelerator Programme)</b>						
<b>Specialist Advice</b>						
Businesses assisted with 1-2-1 Specialist advice	0	1	0	1	5	11
<b>HR Advice</b>						
Businesses assisted with 1-2-1 HR advice	1	0	0	1	5	1
No of jobs created	2	0	0	2	10	2
<b>Growth Workshops</b>						
Full Day Workshops Delivered	0	0	0	0	5	8
Number Workshop Attendees	0	0	0	0	50	71
Unique businesses assisted	0	0	0	0	50	84
Digital Boost Half day workshops delivered	0	2	2	4	16	21
Digital Boost Workshop attendees	0	17	23	40	144	219
Digital Boost 121 Support	0	0	0	0	6	6
<b>Growth Grants</b>						
No. of Grants awarded	0	0	0	0	10	N/A
No. Businesses assisted	0	0	0	0	10	N/A

Additional Local Events delivered			
No. of Events	7	10	28
No of Businesses Attending	147	500	1800

### Business Start ups

As reported in the overview, we have started well in terms of supported start-up businesses with 41 new confirmed and evidenced by methodology such as HMRC/Companies House registrations and/or Business bank accounts being opened. In April 2019, 18 start ups were recorded in that month alone. Also a total of **55.5 FTE jobs** have been either retained or created in Q1 by these start-up businesses and business purchases – numbers up on this time last year. Job creation and retention remains a key element of BG's KPI's.

**\*Total loan funding secured in Q1 by Start-Up businesses as a direct result of BG interventions = £155K**








*Start-ups this quarter include:*

Crossfit Gym	Forres
Spanish Translation Services	Elgin
Beauty Therapist	Kinloss
Gardening services	Elgin
IT Consultancy	Portgordon
Deli/Takeaway	Dufftown
Handmade Candles	Elgin
Baby Sensory Boxes	Keith
Cleaning Contractor	Elgin
Window Cleaner	Forres
Sweet Cart Hire	Roths
Scaffolder	Elgin
3D Printing	Lossiemouth
Hair Salon	Elgin
Forres Walk Run Cycle Event	Lossiemouth
Equine Centre	Kinloss
Mortgage Adviser	Elgin
Counselling	Elgin
Convenience Store	Hopeman
Painter and Plasterer	Elgin
Holiday Let	Keith
Care in the Community	Elgin
Private Tour Guide	Roths
Landscaping Services	Elgin
Ames Taping	Hopeman
Personal Trainer	Lhanbryde
Kombucha Teas	Kinloss
Dog Groomer	Keith
Pram Shop	Elgin
IT Consultant	Dufftown
Swimming Instructor	Kinloss
(Eco) Pantry	Lossiemouth
Holiday Home Catering	Findhorn
Seamstress	Elgin
Logistics	Elgin
Bespoke Jewellery (Online)	Forres

### Business Growth Support / LGAP

Q1 saw a further 11 businesses engaged in more depth with BG exploring growth opportunities which they have identified. They have been supported to produce Growth Action Plans and business growth plans through the LGAP (Local Growth Accelerator Programme). These plans will help drive ambitious businesses to significantly increase their turnover over the next 3 years. However, as in Q4 of last year, we have seen a marked reduction in the number of business following this through to implementation and although in many cases funding has been secured, there continues to be uncertainty in the marketplace, and in particular those targeting international markets.

Types of businesses supported in Q1 include:

-  Food Sauce Producers
-  Executive Chef Brokerage
-  Musical Production Company
-  Country Estate
-  Underground Maintenance
-  Marble Co
-  Construction Co

- 🌱 Mobile Devices
- 🌱 Laundry
- 🌱 Publishing House

**\*Total loan funding secured in Q1 by growth businesses as a direct result of BG interventions = £335K**

### **Digital Boost Programme**

The new Digital Boost programme for the 2019/20 fiscal year has been launched by the Scottish Government and will again be delivered by BG. 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
- 🌱 In Q1 we have delivered 4 digital workshops on:

Intermediate LinkedIn for Business; Intermediate Facebook for Business; Digital Marketing Strategy, Web & Social Media Analytics

### **Local 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:

- 🌱 North East of Scotland Food & Drink Awards
- 🌱 Highlands and Islands Tourism Awards
- 🌱 BG workshops in Moray
- 🌱 Scottish Café Awards – Café Kombucha Elgin is Finalist
- 🌱 Deep Wind Cluster Supply Chain Roadshow
- 🌱 Launch of the Town Centre Transformational Capital Fund
- 🌱 Digital Boost Workshops
- 🌱 BG attendance at Kinloss Barracks Engagement Event
- 🌱 Women's Enterprise Scotland Survey
- 🌱 NEW Amazon Workshop – Delivered by the Rural Amazon Academy
- 🌱 Business Loan Scotland
- 🌱 Intellectual Property Clinics
- 🌱 Exploring Sustainable Growth in conjunction with Glasgow School of Art (Forres Campus)
- 🌱 Launch of Forte Production company by a Moray-based entrepreneur
- 🌱 Brand Licencing Europe Event
- 🌱 Sky/ SmartAd Event

### **Other press coverage:**

2 stories were picked up by the press and social media this quarter about businesses supported by BG Moray:

- 🌱 Forte Productions – [Press Coverage here](#)
- 🌱 Kombucha Vegan Café: [Press Coverage here](#)

### **The BG National Marketing Activity**

In this quarter we celebrated ten years of Business Gateway Moray and produced a press release with a number of successes and figures to support our activities. The release was picked up by a number of the local and national print publications and some digital media platforms. The information we conveyed included the some statistical information since the Business Gateway service in Moray opened in 2009:

- Contributed to the creation and safeguarding of **over 1700 jobs**
- Supported over **1200 start-up businesses**
- Helped over **200** existing businesses to develop and grow
- Enabled over **3000 people** to attend free workshops about every aspect of starting, managing and growing a business.
- **51%** start-up businesses are female led, compared to 35% in 2009

<https://www.scottishfinancialnews.com/article/new-figures-reveal-positive-economic-boost-as-business-gateway-celebrates-10-years-in-the-highlands-and-islands>

<https://www.pressandjournal.co.uk/fp/business/north-of-scotland/1796879/support-group-created-or-safeguarded-20000-jobs/>

In advertising we have reduced the number of insertions in print media; we have increased our radio profile locally with MFR and added KCR to the schedule, in this first quarter the focus has been on start-ups.

We are awaiting the next advertising schedule for August- October from Business Gateway National Unit

### **Network Activity**

Local marketing schedules are being planned for phase 4 of the DB programme.

The following channels will be considered:

Digital Display Advertising, Radio, Local Press (where areas have said it is still relevant)

Social Media (inc Promoted Posts), Pay Per Click Advertising.

### **Online Development and Marketing - Phase 4 Digital Boost 2019/20**

Over the last couple there has been approval for the following projects. Work has now started to scope these out.

*Key Priorities so far are:*

- Updating the question set in the online health check
- Introducing more “toolkit” type packs to assist businesses with social media, content planning, strategy planning etc.
- Introducing pre-recorded/live webinars of workshops inc taster videos.
- DigitalBoost videos to show the types of businesses we have supported. Following a similar format to this <https://www.youtube.com/watch?v=96FOWD5JiKo> (which is proving to be very popular for Business Gateway)

### **Guides/articles on the following themes:**

- Vlogging (Video guide)
- What makes a good website (guide)
- Cryptocurrency explained (article)
- Blogging (guide and article)
- Getting the most out of your connectivity (guide with DSSB)
- Instagram for business (article/guide)

### **Other Development and Ongoing Projects:**

The following projects are either being carried out now or will be ongoing throughout phase three of the programme.

- PPC activity
- Social media and community engagement
- Email marketing. Regular email marketing to target key audiences.

- Herald Digital Awards Sponsorship – October 2019.

#### **Q4 additional Local Activities and Events**

- Public Contracts Scotland (PCS) Health Checks
- HIE/ BG Growth Pipeline meeting
- Moray's Great Places progress meeting
- BG/ SDI Export Clinic
- Supplier Development meeting with SDP & MC Procurement
- Business Loan Scotland Procedural Update
- BG Highland & Moray Team Meeting
- Presentation on Entrepreneurship to Moray College UHI Students
- Kinloss Barracks Event - Employment, Learning and Leisure Fair
- Moray Skills Pathway meeting
- Attended client meeting with Baxter's Supply Chain Director
- Moderation meeting with HIE – SME Accelerator
- BLS board meeting
- Rural Amazon Academy Workshop delivered
- Attended Elevator UK Awards Aberdeen as guest of Innoflate
- BG presentation to Fair Start Scotland

#### **Workshops:**

##### Core workshops

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

Other workshops:

#### **Amazon Rural Academy – 25 June 2019**

The exclusive workshop was delivered by an experienced Amazon seller who started small and now has stores throughout Europe and was aimed at retailers already running a business and trying to grow the e-commerce side or those trying to run a stand-alone E-commerce business by opening an Amazon Store. Amazon is the largest e-commerce site in the world, with over half of its sales made by small independent businesses. This vast online marketplace provides a structured selling framework and presents an unrivalled opportunity for sellers to reach a wide range of customers - in the UK and overseas.

#### **Topics covered include:**

- Selling on Amazon - what's in it for your business
- Opening and maintaining an Amazon seller account
- Adding products to your Amazon inventory
- Successful sales
- Handling orders and returns
- Fulfilment by Amazon service
- Selling internationally
- Customer service and communication

The workshop was fully subscribed and feedback was very positive.

## Next Quarter Visibility

LGAP Phase 2 Programme Proposed programme for Phase 2 has been proposed by BG Moray to include 3 LOTS, procured from the existing LGAP framework with no additional funding requirement.

- 🌱 Specialist Advice / HR & Recruitment Advice
- 🌱 Business Growth Workshops
- 🌱 Growth Grant Scheme

BG/ HIE joint Moray Accelerator has been now been procured and the contract awarded to Elevator UK. This will be launched targeting Innovation-driven enterprises based in Moray seeking to improve networking, innovation and entrepreneurial capacity in these SME's resulting in the transformational growth. The 12 week programme 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 up to 20 businesses will take part on this first programme. It's designed to align with the ambitious **Moray Economic Strategy 2019 – 2029 which** 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. **Launch event 30 July at Horizon Scotland, Forres Enterprise Park.**

More information and booking on Eventbrite <https://www.eventbrite.co.uk/e/moray-accelerator-powered-by-elevator-information-evening-tickets-65516031213>.

Supplier Development: BG met with the SDP and Moray Council procurement team in April to start planning a programme of events including a launch event designed to increase opportunities for Moray businesses to secure public sector contracts. Some key messages have been developed by SDP which will need further discussion prior to being used on social media. BG put the case that the launch event would be far more impactful if it were linked to a contract opportunity. MC procurement team have been asked look at planned activity during 2019/20. BG has identified a supplier development day around the Tier 3 Boeing Contract at RAF Lossiemouth which is likely to produce supply chain opportunities in the future. This event is likely to take place late in Nov/Dec 2019.

Back Her Business: has been developed by RBS in partnership with Crowdfunder, and forms part of the bank's wider ambition to reduce the gender gap when it comes to entrepreneurship. Back Her Business, launched in March 2019, will enable women to register for the programme and prepare their business idea for crowdfunding.

The crowdfunding programme forms parts of the bank's wider commitment to help create an additional 65,000 new female led businesses by 2025, through inspiring and supporting 400,000 females to consider enterprise as a career option. BG Moray contacted the RBS team delivering the programme across Scotland and they have agreed to collaborate with BG to bring an information event to Moray in September 2019.

Exploring sustainable growth for small business: Glasgow School of Art – Forres Campus: BG Moray is collaborating with GSA to deliver a creative entrepreneurship and collaboration workshop. This will take place on Wed 24 July at the GSA.

Topics covered will include:

- 🌱 Getting curious about creativity and where it comes from
- 🌱 Identifying and question beliefs you may hold about business, creativity & growth
- 🌱 Exploring with others, what growth means to you
- 🌱 Taking a holistic look at what makes growth sustainable?
- 🌱 Identifying your obvious and more hidden assets
- 🌱 Engage in a range of design thinking activities to help you spot new opportunities



- Business planning and becoming Investor Ready
- Forming new networks and relationships

Moray Chamber of Commerce Council: BG gave feedback on papers presented to the Board and how Moray Chamber will be 'shaped' in the future and discuss membership opportunities.

SkyAd Smart – attended event in Elgin regarding SME targeted advertising opportunities for SME's on Sky Channels

Moray Sport Centre – Joint meeting with MCC regarding proposed Moray Expo 2020 Discussions

Moray College UHI – MA Programme and employer engagement

Supplier Development North Event Aviemore 2019 – BG will attend this event to help facilitate Moray SME's access to Public Sector Contract opportunities

Entrepreneurial Scotland Event MC UHI – BG Moray invited to give presentation on business support