

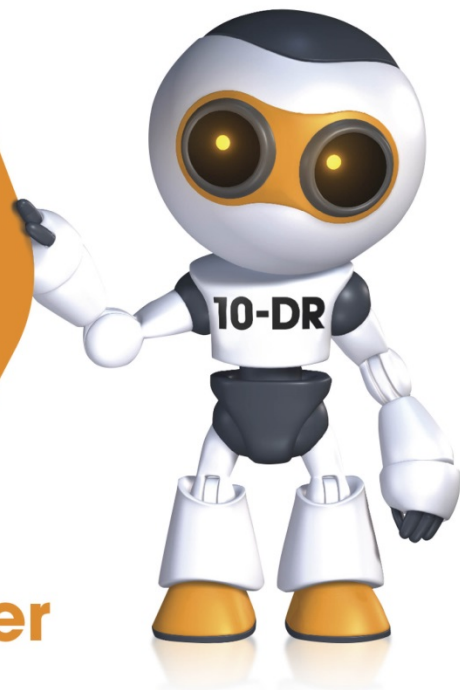
# BUSINESS GATEWAY MORAY ACTIVITY & PERFORMANCE REPORT

## QUARTER 2

1 July - 30 September 2019

**Supplier  
Development  
Programme**

Helping You **Bid Better**



**moray**  
council

 **business  
gateway**  
your gateway to business expertise

## Good News Stories

### The Re: Store Lossiemouth



Alison Ruickbie has banned plastic packets on most of the products in her Re:Store shop in Lossiemouth – instead letting customers choose what quantities they want. Large containers filled with pasta, rice and cleaning products are displayed across the Queen Street store ready to be tipped into refillable containers and weighed.

Our client, who moved back to the region last year when her husband was posted to RAF Lossiemouth, hopes the concept will encourage shoppers to buy just what they need instead of pre-packaged goods. BG Moray supported Alison through the business planning and start-up process.

### 'Snawstorm' Vodka by Speyside Vodka Co.

The Speyside region of Scotland is best known for producing some of the best single malt whiskies in the world. Distilled in small batches using a blend of the finest grain spirit and single malt barley spirit and combined with pure Cairngorm spring water Speyside Vodka Co have created this unique and incredibly smooth Vodka that is Snawstorm. BG Moray have supported this company led by Leon Chessor with their growth plans



### Ballindalloch Shop and PO re-opens under new ownership



Dolina Thomson and her husband Eddie came back to their roots when they purchased this rural shop and post office. Opening in August 2019 they sought support and advice from BG Moray. This included software, pricing, licences, VAT and structure.

This is a welcome addition to the rural community of Glenlivet and Inveravon and being welcomed by locals and visitors alike.

## Performance Statistics

Core Service	July '19	Aug '19	Sept '19	Progress to date 2019/20	2019/20 Target	18/19 Year-End Outcomes
Business Start ups	16	18	23	98	130	132
Approved Growth Advisory Services (GAS)	3	3	2	19	30	44
Approved Growth Pipeline (GP) - HIE	0	0	2	3	2	4
Approved Account Management (AM) HIE	0	0	0	1	2	1
Start Up Workshops	2	1	2	9	24	28
Total activities (enquiry actions /appointments)	66	64	79	430	800	852
Access to finance / Investor readiness	3	5	6	24	20	20
<b>LGAP (Local Growth Accelerator Programme)</b>						
<b>Specialist Advice</b>						
Businesses assisted with 1-2-1 Specialist advice	0	0	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	0	0	0	2	10	2
<b>Growth Workshops/ SME Accelerator</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	0	2	6	16	21
Digital Boost Workshop attendees	0	0	30	70	144	219
Digital Boost 121 Support	0	0	1	1	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

<b>Additional Local Events delivered</b>			
No. of Events	15	10	28
No of Businesses Attending	869	500	1800

### Business Start ups

A high number of start-ups during the usually quieter summer months have resulted in a total of 57 new enterprises confirmed in Q2 and evidenced by methodology such as HMRC/Companies House registrations and/or Business bank accounts being opened. These new ventures started with direct interventions from BG Moray, and bring the total at the end of Q2 to 98. In September 2019, 23 start ups were recorded in that month alone. Also a total of an additional **142 FTE jobs** have been either retained or created in at the end of Q2 by these start-up businesses and business purchases – up compared to this time last year. Job creation and retention remains a key element of BG's KPI's.

**\*Total loan funding secured at the end of Q2 by Start-Up businesses as a direct result of BG interventions = £224K**

**Start-ups this quarter include:**

Dog Grooming	Elgin
Befriending Service	Elgin
Artist	Elgin
Domestic Cleaning	Forres
Opticians	Elgin
Holiday Let	Hopeman
Counselling Services	Elgin
Micro-Greens	Rothies
Sign Maker	Elgin
Groundworks	Elgin
Photographer	Forres
Mergers & Acquisitions	Forres
Childrens Entertainment	Fochabers
Makeup Artist	Buckie
Oil & Gas Consultant	Elgin
Walking / cycling tours	Elgin
Clothes Manufacturer	Elgin
Restaurant	Dufftown
Wilderness Activities	Glenlivet
Recruitment Agency	Forres
Sport Massage Therapy	Elgin
Electrician	Lossiemouth
Sports & Leisure Centre	Elgin
Café/ Takeaway	Elgin
Complimentary Therapist	Lossiemouth
CBD Online Sales	Buckie
Commercial Embroidery	Elgin
Creative Training Provider	Forres
Petrol Station & Shop	Ballindalloch
Business Coaching and mentoring	Keith
Mobile Catering Van	Elgin
Mobile Foot Care	Keith
Heating & Renewables	Elgin
Foot Health Practitioner	Elgin
Joiner	Lossiemouth
Craft Distillery	Elgin
(Eco) Store	Lossiemouth
Contact cleaning	Forres
Handyman	Fochabers
Dog Walking Service	Hopeman
Project Management (Tourism)	Darnaway
Barbers	Lossiemouth
Vehicle recovery, repairs and car sales	Ballindalloch
Teepee parties	Buckie
Beauty Room	Elgin
Builder	Burghead

## Business Growth Support

Q2 saw a further 10 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 are not always imminent and the general trend is that they are taking longer to come to fruition than perhaps 12-18 months ago. This in many cases is due to Brexit uncertainty, however business resilience of SME's with growth ambitions continues to be strong and we will support them during the turbulent economic times.

Types of businesses supported in Q2 include:

- IT / Gaming
- PR Company
- 2 Restaurants
- Spirits company
- Kombucha Drinks Co
- Retail clothing
- Pottery
- Cosmetics company
- Flower Shop
- Gym

**\*Total loan funding secured at end Q2 by growth businesses as a direct result of BG interventions = £1.49m**

## Workshops:

### Core workshops delivered

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

## Digital Boost Programme

During Q2 we have delivered a number of workshops plus additional specialist 1-2-1 sessions (up to 21 hours per business) have been delivered and in Q2 2 new digital workshops were introduced:

- Effective eCommerce  
11th September 2019  
09:30 - 12:30  
Elgin, Moray

Want to grow your business? Not sure about selling online? This workshop will arm you with valuable skills and information that will help you increase the effectiveness of your eCommerce presence.

- Web and Social Media Analytics  
11th September 2019  
13:30 - 16:30  
Elgin, Moray

This workshop unlocks Google analytics so you can clearly see where your website traffic is coming from and why, transforming your website's effectiveness.

## **Local Marketing/PR**

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

- Prepare for Brexit
- Scottish Edge fund
- Digital Boost workshops
- Moray Growth Deal Progress
- BG Annual Review
- Moray Businesses Case Studies
- Launch of Moray SME Accelerator
- Flexible working opportunities
- CIV-TECH event
- ASB Awards
- Scottish Tourism video series
- Meet the Buyer North Event
- Back Her Business
- Women in Business Focus Groups
- Trading internationally
- Supplier Development Launch in Moray
- Moray Doors Open Days
- Moray Fundraising Seminar

2 adverts were also placed in the Northern Scot during Q2

## **BG National Marketing Activity**

### **Advertising**

There has been a significant amount of TV advertising and will run until the end of March. Key periods being 19th Aug – 10th Nov and 13th Jan – 31st March.

The next burst of TV airtime will commence w/c 13th January and run until 1st March. Mainstream channels (STV and C4) will target the Generic Audience (Start up and growth clients) and Sky Adsmart will target Business Owners/Directors. The tv airtime will be underpinned by other key media including digital (PPC, Social media, Digital display ads), business magazines (print and online), outdoor (bus sides/rears) and radio airtime, locally with MFR and KCR to ensure high coverage of the target audiences and strong visibility of the campaign.

### **Email Strategy**

We have 3 cohorts within our email subscriber list (customers who have signed up via our website) – Starting Up, In Business and Other.

Content Planning – Emails generally follow the same monthly theme as social content. Campaign, DigitalBoost, and brand content will be included in each send, a gap has also been left each month to allow us to add an additional reactive piece of content, if needed.

The themes used and coming up include:

September – Diversity of businesses and support

October – Connections & Internationalisation (Brexit Focus)

November – Supporting Scottish businesses

January – New Year, new goals

### **PR Update**

We have been working closely with BIG partnership on our 10 years of Business Gateway Moray and have had significant coverage throughout 2019.



## **Office Branding Refresh**

We have agreed the new Moray office refresh aligned to the new Business Gateway National branding. These will be fitted on the windows along with some internal Acrylic panels by a local business before the end of 2019.

## **Online Tutorials**

This has been delayed, however, there's going to be two BG Video Tutorials on two subjects:

Starting Up – What You Need to Know

HR – Taking on Your First Employee

The themes were chosen after consultation with our BG marketing sub-group. A company is now working on the scripts and will continue to consult with BG advisers as appropriate. The aim is to go live with these in time for the January campaign.

## **Video Strategy**

Case Studies

Three video case studies have been used in our social media activity (all three available on our YouTube channel) with a fourth being completed in November.

## **Local website page**

Training for the BG Local Pages will be piloted in November with a view to rolling it out on a region by region basis over December and January.

## **BG Photography**

There will be another photo shoot to get fresh imagery for use on the toolkit, website and other platforms. Timings tbc but ideally before the end of the year.

## **BG Helpdesk**

All ad hoc marketing requests will be raised via the BG helpdesk [local@bgateway.freshdesk.com](mailto:local@bgateway.freshdesk.com)

Ad hoc requests include (but not exclusively) the following:

- Print requests (leaflets, posters etc)
- Exhibition and Conference hire stand requests (3x3 stand, pop up banners)
- Facebook promoted Post Requests
- Local Media - Ad-hoc requests (for example, last minute press opportunities)
- Toolkit and Hub New Requests
- Ad-hoc marketing requests (logos, documents)

## **Online Print Store**

The new mailing postcards have been added to the online store. There are 5000 PTS postcards (electronic version) for local offices and relevant venues.

## **Q2 additional Local Activities and Events**

- Business Breakfast with SkyAdsmart
- BG Highland and Moray development meeting
- Delivered Business Skills growth workshop to Glasgow School of Art
- Joint client meeting RBS / BG
- Supplier Development meeting
- Elgin BID Awards Judging
- Planning meeting about proposed Moray Showcase May 2020
- Met with HIE/ MC to discuss Early Years Planning day for providers to address April 2020
- Met with Moray College UHI regarding MA's
- Took stand with MC Procurement Team at Meet the Buyer North Event
- Sat on Panel of SME Accelerator
- Attended Moray Chamber of Commerce Council meeting

- BG took a stand at Moray Jobs and Opportunities Fair
- Attended Highland Spotlight Event Inverness
- Attended MEP Business Growth meeting with MCC/ HIE / MCUHI
- Met with Interface
- BG presented at Entrepreneurial Scotland Event in Moray
- BG stand at Moray Fundraising Seminar

**Moray Joint BG/HIE SME Accelerator:** has engaged a cohort of 14 SME's looking to grow, internationalise and employ up to 10 people over the next 3 years in line with Moray's Economic Strategy. The programme is in its 3<sup>rd</sup> week BG Moray with delivering a finance session to the cohort in conjunction with RBS. All businesses now have Growth Action Plans which demonstrate their focus on accelerated growth and are fully engaged in all activities and workshops being delivered including topics such as.

Design for Business
Developing a Business growth Model Canvass
Meet the Entrepreneur Masterclass
Pitch Perfect
Finance for Business
Jedi Sales

**Back Her Business** was developed in 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.

BG Moray contacted the RBS team delivering the programme across Scotland and they collaborated with BG to bring an evening event to Moray on 16 September 2019 - this was well attended with 50 businesses taking part.

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.

**Exploring sustainable growth for small business: Glasgow School of Art – Forres Campus:** BG Moray delivered a creative entrepreneurship and collaboration workshop on Wed 24 July at the GSA.

Topics covered:

- 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
- Engaging in a range of design thinking activities to help you spot new opportunities
- Business planning and becoming Investor Ready
- Forming new networks and relationships

#### **Next Quarter Visibility:**

**Supplier Development Launch** – BG Moray completed preparations for the Moray Launch on 3 Oct – 80 registered for the event. Information gathered by survey which will shape what SDP will deliver in Moray during 2019/20 designed to increase opportunities for Moray businesses to secure public sector contracts. Workshops and webinars will be advertised during Q3 to take place in early 2020.



**MBW 2019 Awards** BG have been asked by Moray Business women to judge this years awards

**Science & Engineering Sector Business Breakfast** – Moray College UHI

**Early Years Provider Support Event** – BG will present on business support for this sector which will be under some considerable pressure to deliver on the Scottish Governments programme to extend and improve the quality of early learning and childcare from April 2020 by:

- [increasing the funded entitlement](#) for all three and four years olds from 600 to 1,140 hours a year, equivalent to 30 hours per week term time
- [extending the entitlement for all looked after two year olds](#) and two year olds whose families receive qualifying benefits
- introducing a new [national standard for early learning and childcare](#)
- investing in the [early years workforce](#)

This event will be attended by providers, Industry sector experts, HIE, MCUHI, SDS and BG with guidance on support available for businesses to re-look at their business delivery/ business models in the future and also their current capacity and potential to grow.

**Moray Speyside Tourism 2019 Conference** - Elgin Town Hall – BG Moray will take a stand at this event and take part in the workshops which are running throughout the day. A keystone event and the largest tourism event in the region, the Moray Speyside Tourism conference is an opportunity to celebrate yet another year of success for Moray's tourism industry. The event will include a special 'expo' section showcasing support and services for the tourism industry and BG Moray will have a 'manned' stand on the day delivering support to and networking with the tourism sector in Moray.

**Scottish Apprenticeship Week planning Meeting** – BG will attend with other stakeholders as part of the steering group to plan and develop the kind of event Moray wants to deliver for SAW 2020.

**Discover Great Places Heritage and Culture Symposium** – Discover Moray's Great Places is a partnership project led by Moray Council on behalf of the Moray Economic Partnership. The project aims to explore how Moray's rich heritage can be further enhanced through working closely with the arts, cultural and heritage sector to maximise the engagement of the community. BG will attend along with other members of the Economic Growth & Regeneration team.

**Moray Chamber Annual Awards Lunch** - BG Moray will be on the judging panel for these awards in 2019. Business Gateway National has sponsored the 'Most Promising Enterprise Award' for 2019 and the BG Moray team will attend with guests supporting successful Moray businesses.