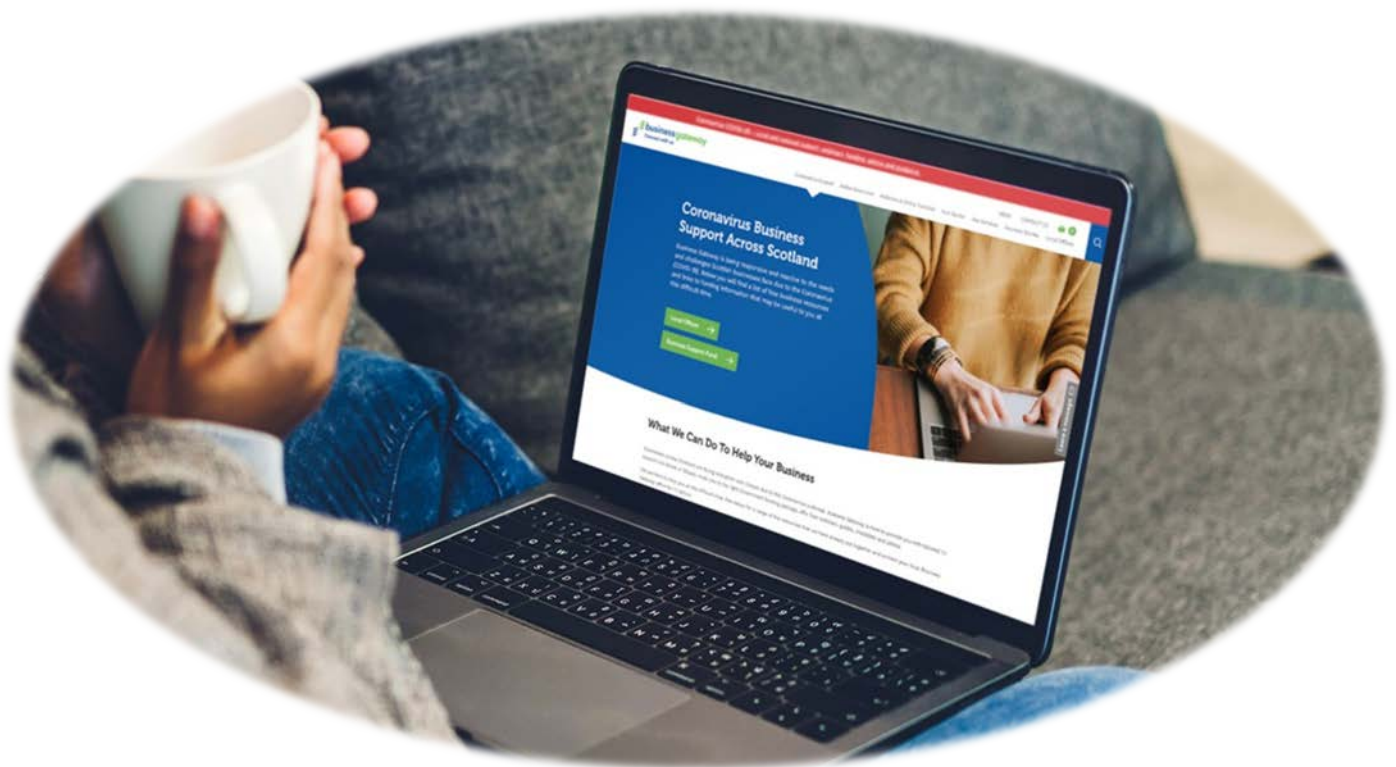


# BUSINESS GATEWAY MORAY QUARTERLY ACTIVITY & PERFORMANCE REPORT

1 April - 30 June 2020



# KEY PERFORMANCE INDICATORS

KPI's 2020/21	Apr	May	Jun	Q1	Q2	Q3	Q4	Progress to Date	Yearly Target
Business Start ups	0	0	14	14	0	0	0	14	130
Moved into Growth Advisory Services (GAS)	0	0	1	1	0	0	0	1	30
Moved into Growth Pipeline (GP)	0	0	1	1	0	0	0	1	4
Moved into Account Management (HIE)	1	0	2	3	0	0	0	3	4
Total No. of Enquiries	115	168	85	368	0	0	0	*368	800
Repeat Enquiries	21	26	28	75	0	0	0	75	400
<b>START UP Workshops/ Webinars</b>									
No. of Workshops	0	0	0	0	0	0	0	0	25
No. of delegates	0	0	0	0	0	0	0	0	200
No. of Webinars	2	2	0	4	0	0	0	4	10
No. of Delegates	44	38	0	82	0	0	0	82	100
<b>Generic Growth Workshops/Webinars/Specialist &amp; Sector Specific Advice</b>									
Days 1-2-1 Expert Help / Sector Specific advice	0	0	0	0	0	0	0	0	27
Half day workshops / Webinars	2	2	3	7	0	0	0	7	14
Full day workshops/webinars	0	0	0	0	0	0	0	0	8
No. of Delegates	40	62	54	156	0	0	0	156	175
Investor Ready Financial Sessions	0	10	5	15	0	0	0	15	20
<b>Digital Boost</b>									
Half day workshops	0	0	0	0	0	0	0	0	16
No. of Delegates	0	0	0	0	0	0	0	0	160
1-2-1 Sessions	0	0	0	0	0	0	0	0	6
<b>Other Moray Events</b>									
No. of Additional/Partner Events	2	0	0	2	0	0	0	2	10
No. of Delegates	106	0	0	106	0	0	0	106	500
<b>LGAP Funds Re-invested (over 2 years)</b>									
<b>Moray Accelerator 2</b>	0	0	0	0	0	0	0	0	1
No. of Founders	0	0	0	0	0	0	0	0	12
<b>Covid Survive and Thrive Programme (New measure)</b>	0	0	0	0	0	0	0	0	1
Webinars	0	0	0	0	0	0	0	0	4
Expert Help 1-2-1 Sessions	0	0	0	0	0	0	0	0	25
<b>Additional Specialist Advice (Sector Specific)</b>	0	0	0	0	0	0	0	0	8
No. of days approved	0	0	0	0	0	0	0	0	8
<b>Moray Business Showcase</b>	0	0	0	0	0	0	0	0	1
No. of Businesses Supported	0	0	0	0	0	0	0	0	70
No. of Visitors	0	0	0	0	0	0	0	0	300

\*\*During Q1, BG Moray dealt with the number of enquiries that would have expected over 6 months in a 'normal' year.

## BUSINESS START UPS

Our focus at the end of March, as an integral part of the Economic Growth & Regeneration Team turned to business support of a different kind and this was to support businesses to access the funds they needed to survive.

Due to the Covid-19 outbreak and the subsequent lockdown at the end of March 2020 there were unsurprisingly no start-ups recorded by BG in Moray during April and May. However June saw an encouraging number of people approaching BG for Start-up advice. This resulted in 14 new businesses based in Moray starting up and registering with HMRC in June 20. We would hope to see this trend continuing.

**\*Total loan /grant funding secured to date by Start-Up businesses in Q1 (in addition to specific covid-19 funds) as a direct result of BG interventions = £150K**

**Types/location of start-ups this quarter include:**

Business Type	Location
Hairdresser	Elgin
Complimentary Therapist	Hopeman
Botox Treatments	Findochty
Petrol Station / Supermarket	Mosstodloch
B&B	Forres
Bakery	Buckie
Health Advice Online	Elgin
Cake Company	Buckie
B&B	Cullen
Upholstery cleaning	Glenrines
Plumbing & Roofing	Buckie
Hair at Home	Elgin
Events Organiser	Buckie
Vehicle Body Shop	Elgin

## BUSINESS GROWTH SUPPORT

Business growth was not a priority during April and May 20 as the majority of businesses and communities went into lockdown. The priority for established businesses was one of survival and BG Moray worked (and continues to work) with colleagues in the MC Economic Growth & Regeneration Team, as well as with members of the Moray Resilience Forum (HIE; Elgin BID; Moray Chamber of Commerce; Visit MoraySpeyside; SDS; DWP; FSB;MBW and SWA whilst liaising with the offices of Richard Lochhead MSP and Douglas Ross MP to help mitigate issues that businesses were experiencing.

We also provided advice for their constituents who had approached them seeking information on support available from Moray Council, Scottish Govt and the UK Govt schemes which were rolled out from the end of March 20 - some of which are ongoing.

1 business we worked with developed a business growth plan and was segmented into Growth Advisory Services and 4 other were moved into Growth pipeline and Account Management with HIE

Sectors which were supported by BG Moray to grow in Q1

Construction
Leisure
Food & Drink
Creative
Retail
Tourism
Service

We are working with colleagues at HIE to develop mechanisms which will enable us to work closely together to ensure support for businesses in Moray is cohesive and meets with the needs that have been identified through surveys and feedback sessions which are being undertaken and will be concluded in August 20. This will inform us as to what further measures need to be considered to help mitigate more businesses in Moray closing or employees facing redundancy. By targeting the support offered we are hopeful that what is offered going forward will have a positive impact on the local economy.

**\*Total loan /grant funding secured to date by growth businesses (in addition to specific covid-19 funds) as a direct result of BG interventions = £556K**

## WORKSHOPS & WEBINARS DELIVERED

**WEBINAR / WORKSHOP TITLE	DATE
Webinar - Finance	14 April 2020
Webinar - Enhance your digital	21 April 2020
Webinar - Taking your Business Online During the Coronavirus Pandemic	27 April 2020
Webinar - How to Avoid Getting Hacked in an Increasingly 'Online' World	28 April 2020
Webinar - Managing Your Business Reputation	29 April 2020
Webinar - Facebook for Business	29 April 2020
Webinar - Managing Your Staff Remotely	30 April 2020
Webinar - An Overview of Digital Marketing in a COVID-19 World	30 April 2020
Webinar - How to get Your Business Found in an Increasingly 'Online' World	30 April 2020
Webinar - Should You Start Trading Online – An Overview in a COVID-19 World	2 May 2020
Webinar - Structuring Your Business Finances: Covid-19 Challenge	7 May 2020
Webinar - An Overview of Digital Marketing in a COVID-19 World	9 May 2020
Webinar - Webinars, Live Streams and Video Conferences: Running a business remotely	10 May 2020
Webinar - Facebook for business	12 May 2020
Webinar - Instagram for Business	27 May 2020
Webinar - Developing a Post Covid Action Plan Webinar	17 June 2020
Webinar - Using Videos and Live broadcasting Webinar	23 June 2020
Webinar Panel - Back to Business Webinar: Re-starting the tourism sector	24 June 2020
Webinar Panel - Back to Business: What we know so far about safe and flexible working	30 June 2020
Webinar - Getting started with e-commerce sales Webinar	30 June 2020

\*\*20 Webinars were delivered during Q1 in which the BG Moray Team took part

## BG MARKETING/PR

BG Moray's Facebook and Twitter Pages are important marketing platforms for our business skills workshops, BG events and sharing information and business support available. Published or shared in on our social platforms were:

**COVID-19 FUNDS:** ALL information and updates linked to Coronavirus (COVID-19): hardship and resilience funds available to businesses and appropriate links

### **New Online Support:**

#### How to make a podcast for your business in 11 simple steps

With many businesses turning to digital tools to stay connected with customers and to stay visible within communities during the coronavirus, podcasts are a fantastic way of opening a natural dialogue between business and customers. But where do you start?

<https://www.bgateway.com/resources/digitalboost/digital-resources/how-to-make-a-podcast-for-your-business>

#### COVID-19 business resilience and the future of work

Geraldine Higgins from Flexibility Works delivered what businesses can expect and do to prepare for more flexible working.

<https://www.bgateway.com/resources/covid-19-business-resilience-and-the-future-of-work>

#### Getting back to business: HR guidance for employers

As lockdown eased, business owners were considering plans for returning to trading as per the Scottish Govt's Route Map guidelines and thinking about what this means for their workforce. This meant that again we changed our priorities and focussed on support needed by businesses as they began to open gradually. Online resources increased and access to 121 support via Zoom and Microsoft Teams became the way businesses interacted with BG Moray.

Some of the tools that were developed on our online platform were:

<https://www.bgateway.com/resources/getting-back-to-business-hr-guidance-for-employers>

- Retail businesses – Re-opening safely guide
- Google My business – Two part guide to using this for your business
- Continuing the HR article series speaking to BG advisers and consultants on relevant topics
- Q&A on the PACE services for employers and employees
- Employer and Employee best practice wellbeing - Video tutorial
- Setting up an online booking system for my business – Best practice guide
- Business Resilience and Flexible Working Approached for Small Businesses – Video tutorial
- Back to business toolkit
- 

## ADDITIONAL LOCAL ACTIVITIES AND EVENTS DELIVERED

During the period March-June 2020 much of our time was taken up responding to the COVID-19 pandemic and its devastating impact on the Moray economy. BG played an integral role along with EDR colleagues in Moray Council in setting up the processes needed to deliver grant funding to businesses through various government schemes. We assisted HIE, helping businesses to pull together the evidence and financial projections required to access the Pivotal Enterprise and Resilience Fund (PERF) and the Tourism & Hospitality Hardship Fund.

Again along with EDR colleagues we delivered the \*Newly Self Employed Hardship fund and the \*\*B & B fund in Moray. This involved assessing applications; validating evidence against eligibility criteria, interacting with businesses and passing successful claims for payment. It also involved supporting businesses who did not meet the criteria to source alternative sources of financial support where possible.

### **Statistics for Moray to date:**

**\*NSEHF:** 160 applications, 121 were approved & passed for payments, 36 were rejected as they did not meet with the eligibility criteria. A total of £242K was paid out to applicants.

**\*B&B fund:** 25 applications, 13 were approved & passed for payments, 11 were rejected as they did not meet with the eligibility criteria. A total of £39K was paid out to applicants.

**\*Creative, Tourism and Hospitality Enterprises Hardship Fund:** 42 Grant offers were made totalling £531K

**\*Pivotal Enterprise Resilience Fund:** 29 Grants were made totalling £1.1m

Detailed analysis (Published Aug) can be found at this link from Scottish Govt <https://www.gov.scot/publications/coronavirus-covid-19-hardship-and-resilience-funds-statistics/>

Additional events online delivered with stakeholder partners

Activity / Event	Details	Location	Partners	Date
Local Webinar	COVID Support Q & A	Zoom Online	MCC	15 April 20
Local Webinar	COVID Support Q & A	Zoom Online	HIE	24 April 20

## FORWARD PLANNING

As we move into Q2 and the next phase of the Route Map out of lockdown we will continue to work with stakeholder partners and colleagues in the Economic Growth & Regeneration team to support businesses to be resilient, recover, innovate and grow and also encourage individuals to start up new venture. The latter is already something that were are seeing quite a bit of activity in and we expect start up numbers to continue to rise in Q2. This will partly be due to the impact on businesses and some of the redundancies that are likely to occur as a result. Some of those facing redundancy may consider self-employment as an option going forward.

### **BG Covid Survive & Thrive Programme**

As many Moray businesses start to emerge from the impact of the COVID-19 crises, it is critical that Business Gateway, an integral part of the Moray Council Economic Growth & Regeneration Team, are in a position to deliver targeted Resilience and Recovery support to local Micro / SME's. Based on the wide range of enquiries received from Moray businesses, it is apparent that although inevitably there will be casualties post COVID-19, there are also businesses who are determined to trade out of the effect of this pandemic by diversifying, being more innovative and changing their business model.

In addition to the services Business Gateway currently delivers, we have proposed the introduction of a 'Covid Survive and Thrive Programme'. How business is done going forward will be different in the 'new norm' and a post-COVID-19 world is likely to be 'under construction' for some time to come.

#### ***Overarching aims & objectives of the programme are:***

- To respond to the unprecedented effects of the Covid-19 crisis on businesses in Moray, in a timely manner.
- To enable Business Gateway Moray to continue to provide relevant support, specific to the changing needs of the business community.
- To enable Micro and SME businesses in Moray to overcome the effects of Covid-19 by exploring and developing new business models/ways of operating.

The proposed training and expert help meets the priorities of the Community Planning Partnership, Moray 2026 – A Plan for the Future and the Moray Economic Partnership, Economic Development Strategy, which both have a growing, diverse and sustainable economy as a top priority. One of the actions is for business and social economy support organisations to provide advanced specialist training locally which is directly relevant to core capabilities in enterprise development.

#### ***Anticipated Outcomes***

The programme will include:

1-2-1 'Expert Help' sessions and one-to-many 'Redundancy and Recovery' webinars targeting Early Growth Start- Ups. We will also look to target ambitious entrepreneurs and aspirational growth businesses, seeking support with business purchases, business growth, start-up opportunities; digitisation and collaborations.

The programme will be procured and go out to tender at the end of July 20 with the contract being awarded in August 2020 and rolled out by early September. These timelines will ensure adequate marketing is undertaken to maximise awareness of this new COVID-specific support programme across Moray.