

BUSINESS GATEWAY MORAY QUARTERLY ACTIVITY & PERFORMANCE REPORT

1 Oct - 31 Dec 2020



This Q3 Report is a scaled down version due to the BG Team being heavily involved in delivering COVID funding as an intergal part of the Economic Regeneration and Growth Team at Moray Council

KEY PERFORMANCE INDICATORS

KPI's 2020/21	Oct	Nov	Dec	Q1	Q2	Q3	Q4	Progress to Date	Yearly Target
Business Start ups	10	14	3	14	48	27	0	89	130
Moved into Growth Advisory Services (GAS)	0	0	0	1	0	0	0	1	30
Moved into Growth Pipeline (GP)	0	0	0	1	0	0	0	1	4
Moved into Account Management (HIE)	0	0	0	3	0	0	0	3	4
Total No. of Enquiries	66	59	44	368	206	169	0	797	800
Repeat Enquiries	23	28	18	75	61	69	0	136	400
START UP Workshops/ Webinars									
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	0	3	1	4	0	0	0	4	10
No. of Delegates	0	20	8	82	0	28	0	100	100
Generic Growth Workshops/Webinars/Specialist & Sector Specific Advice									
Days 1-2-1 Expert Help / Sector Specific advice	0	0	0	0	0	0	0	0	27
Half day workshops / Webinars	0	0	1	7	0	1	0	8	14
Full day workshops/webinars	0	0	0	0	0	0	0	0	8
No. of Delegates	0	0	7	156	0	7	0	163	175
Investor Ready Financial Sessions	1	2	1	15	5	5	0	25	20
Digital Boost									
Half day webinars	0	4	2	0	0	6	0	6	16
No. of Delegates	0	18	24	0	0	42	0	42	160
1-2-1 Sessions	5	1	0	0	0	6	0	6	6
Other Moray Events									
No. of Additional/Partner Events	0	0	0	2	0	0	0	2	10
No. of Delegates	0	0	0	106	0	0	0	106	500
LGAP Funds Re-invested (over 2 years)									
Moray Accelerator 2	0	0	0	0	0	0	0	0	1
No. of Founders	0	0	0	0	0	0	0	0	12
Covid Survive and Thrive Programme (New measure)	0	0	0	0	0	0	0	0	1
Webinars	0	3	0	0	1	3	0	4	4
Expert Help 1-2-1 Sessions	0	3	0	0	0	3	0	3	25
Additional Specialist Advice (Sector Specific)	0	0	0	0	0	0	0	0	8
No. of days approved	0	0	0	0	0	0	0	0	8
Moray Business Showcase	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

BUSINESS START UPS

Our focus during Q3, as an integral part of the Economic Growth & Regeneration Team continued to be on business support during this pandemic, of a different kind and this was to administer the Strategic Framework Business Fund as well as the Top up fund for hospitality and retail. We were also tasked with directing businesses to alternative funding for their sector and also funds which were being launched on a weekly basis.

Due to the Covid-19 outbreak we expected start-up activity to decrease and in Q 3 this unfortunately has happened – we have seen the lowest number of start-ups since Business Gateway launched in 2009 in Q3 with a total of 27 new ventures starting up and registering with HMRC – this brings the total start-ups since April 2020 so far to 89. We recognise that start up activity from Jan through to March 2021 may decrease even further. However as a result of people facing redundancy as furlough is proposed to come to an end in April 2021, individuals will have to look closely at options to ensure they have an income in what will continue to be an uncertain time both economically and personally. This may include the self-employed option and we are ready to meet that challenge and support people who want to consider this as a way forward in 2021.

***Total loan /grant funding secured to date by Start-Up businesses in Q1-3 (in addition to specific covid-19 funds) as a direct result of BG interventions = Total leverage to date £690K + 110FTE**

Types/location of start-ups this quarter include:

Forestry Contractor	Kinloss
Dog Walking	Lhanbryde
Ice Cream Van	Elgin
VR / Web Design	Fochabers
Laser Clay Shooting	Forres
Cake Making	Forres
Bookkeeping	Dufftown
Kids Clothing & Toys	Lossiemouth
Heating Engineer	Lhanbryde
Fabrication	Keith
Glass Engraver/ Designer	Alves
Driving Instructor	Forres
Aesthetics Specialist	Buckie
Mobile Catering	Buckie
Asbestos Consumables	Elgin
Landscaping	Garmouth
Joinery and House Builds	Aberlour
Childcare Centre	Elgin
Bakery	Forres
Kombucha /Tea Products	Hopeman
Groundworks	Keith
Fitness Trainer	Keith
Whisky Experiences	Carron
Dog Services	Buckie
Heavy Plant & Fabrication	Elgin
Scaffolding	Elgin
Record Pressing	Forres

BUSINESS GROWTH SUPPORT

Business growth was still not very apparent in many Moray businesses during Q3 as many are still affected by restrictions imposed as a result of the prevalence of Covid-19. The priority for established businesses continues to be one of resilience and BG Moray continues to work with colleagues in the MC Economic Growth & Regeneration Team, as well as with members of the Moray Resilience Forum to help mitigate issues that businesses are currently experiencing.

We are working with colleagues in HIE Moray, to support companies with ambitious growth aspirations that would benefit from a collaborative approach without focussing on, Growth pipeline or Account management as potential outcomes. Support is support wherever it comes from, but we have to focus more on the right support delivered at the right time for businesses to benefit during these challenging times.

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 Q1-3 (in addition to specific covid-19 funds) as a direct result of BG interventions = £906K**

BG MARKETING/PR

BG Moray's Facebook and Twitter Pages remain 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 fund
- Digital Boost webinars
- Survive & Thrive Programme
- National Transition Training Fund from Skills Development Scotland
- Business Hardship Fund OPEN
- Self-Employment Income Support Scheme Grant Extension
- Moray Town Centre Capital Fund 2020 – 2021 Reminder
- Moray College UHI Board of Management post
- Strategic Framework Business Fund Open
- BG Webinar about Business Support and Recovery with Fiona Hyslop MSP
- Range of BG webinars <https://www.bgateway.com/local-offices/moray/events>
- Launch of the Kick Start Scheme
- BG Webinar with Federation of Small Business
- Prepare for Brexit info: <https://www.prepareforbrexit.scot/>
- Productivity Club Scotland
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Window Vinyls: Each BG area has an allocated 'ad-hoc' national marketing budget which BG Moray has chosen to use part of, to produce window vinyls for the former Poundworld premises on Elgin High street. These premises have been empty for some time and become an eyesore, not currently attractive to prospective new businesses - they are also very visual from Commerce St. Although the vinyls are no guarantee of new tenants in the short term – they will clearly tidy up that site and at the same time promote Business Gateway Moray support services available to local businesses. We have worked with CCL Property Agency in Elgin to ensure we have landlords' permission to do the work carried out by a local Graphics company. This work has now been completed and the empty site has been markedly improved.

BG National Marketing Q3

National Marketing efforts have concentrated on raising awareness of Covid Support announced by UK and Scot Govts and also directing businesses on how to access that funding through Local Authorities and other enterprise Agencies.

Leaving the EU National Webinars

BG will have a series of national webinars planned on Leaving the EU. You can find them on the EMS here:

<https://www.bgateway.com/events?region=national&keyword=>

Leaving the EU – Content and Sign-Posting

<https://www.prepareforbrexit.scot/>

Business features will be pushed on leaving the EU prep – a tag has been added to the Event Management System called “Leaving the EU”. to help raise awareness.

Other content in the pipeline

- Podcast – starting up in challenging times, Leaving the EU
- National panel webinar – Importance of digital when starting up a new venture

ADDITIONAL LOCAL ACTIVITIES

During Q3, much of our efforts in supporting businesses have continued to be taken up responding to the COVID-19 pandemic and its impact on the Moray economy. BG has played an integral role along with EDR colleagues in Moray Council in setting up the processes and delivering grant funding to businesses through various government schemes.

Procurement process has been completed for the delivery of our BG core and Growth programmes for 2020/21 & 2021/22 and contracts have been awarded and delivery started in November 2020. These are now accessible on the Business Gateway Moray Webpages <https://www.bgateway.com/local-offices/moray/events>

These include:

- Core Start up webinars
- Core Growth webinars
- Expert Help 121 sessions
- Sectoral 121 Sessions
- Digital Boost Programme (webinars and 121 specialist sessions)

These programmes are managed by BG Moray in conjunction with successful contractors.

FORWARD PLANNING

As we move into Q4 we will continue to manage and deliver all BG products and services. How we deliver this will vary from what we have done previously given the ongoing restrictions of providing face to face support which is likely to continue for some time to come given the timeline for the planned rollout of the vaccine programme. However, as we start to come out of this pandemic, we have built in flexibility to deliver locally based workshops and support which meets an ever-changing economic landscape.

Manufacturing in Moray(MIM) & Business Enterprise Hub (BEH) Boards – BG has taken part in work around both Outline Business Cases and these are now nearing completion

Moray Economic Recovery Plan: Business Gateway is leading on the delivery of BREXIT and Procurement 1-2-1 support for businesses. Funding was agreed along with the delivery of this type of support as part of the overall recovery plan. Additional funding has also been secured from HIE. These consultancy services have now been procured and the contracts awarded. Delivery will start in Jan 2021 and be marketed on socials as well as shared with stakeholder partners

Covid-19 related funds: We will continue with our EDR colleagues, to deliver funds via the Strategic Framework Fund as instructed by both the UK and Scottish Govts. Final arrangements for delivery will be ratified early in Jan 2021.

Proposed new funds are likely to include but not be limited to:

Fund Name	Launch Date
Local Authority Discretionary Fund	January '21
Newly Self-Employed Hardship and Mobile Close Contact Services Fund	January '21
Contingency Fund Plus – NDR Sector Based Support (Coach operators, Brewers, travel agents, visitor attractions, visitor accommodation hostels, indoor football)	January '21
Taxi and Private Vehicle Hire Support Fund	January '21
Additional January Grant for Hospitality Businesses	January '21
Top Up Support for Larger Hospitality Businesses	January '21
Scotland Coach Operators COVID-19 Business Support and Continuity Fund	February '21
Exclusive Use Grant	February '21
Large Self-Catering Grant	February '21
Support for Bed and Breakfasts Paying Council Tax Grant	February '21
Visitor Attractions Support Fund	February '21