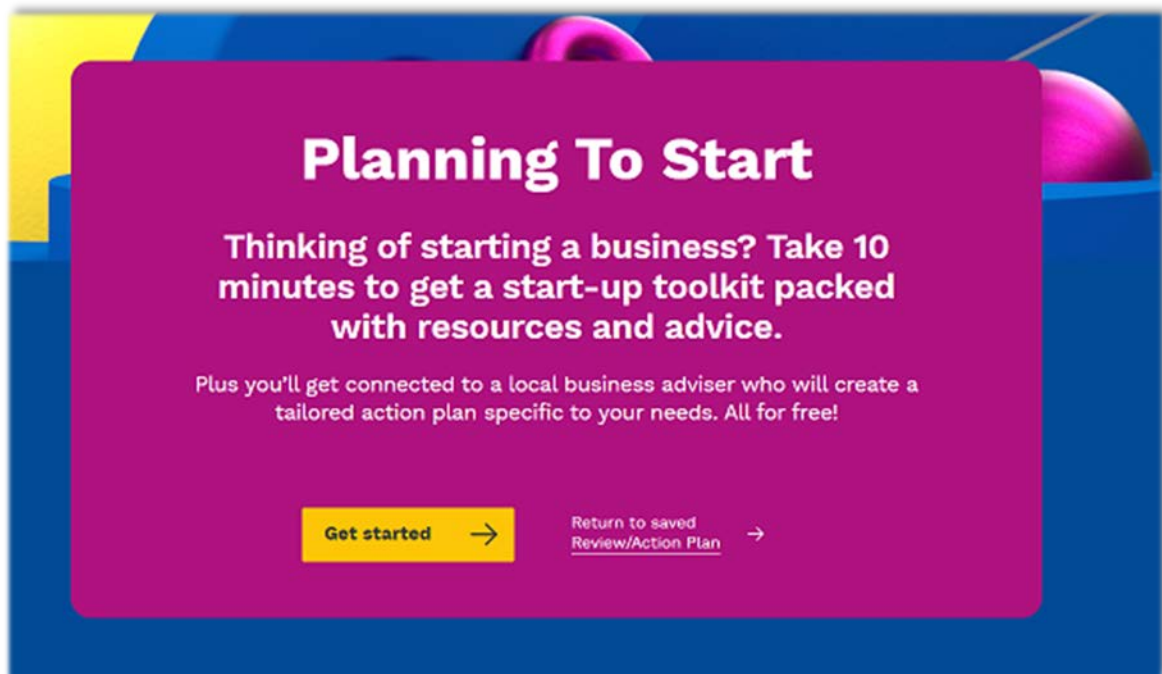


BUSINESS GATEWAY MORAY QUARTERLY ACTIVITY & PERFORMANCE REPORT

Quarter 1
1 April - 30 June 2021



LAUNCH OF BUSINESS Gateway's new 'Planning to Start' Tool – June 2021
<https://www.bgateway.com/planning-to-start>

Q1 - Performance Statistics

BG MORAY STATS 2021/22	Apr '21	May '21	Jun '21	Q1	Q2	Q3	Q4	Y to D	Yearly Target
Business Start-Ups	20	14	10	44	0	0	0	44	130
(BG/HIE) Placed-Based Growth Support	2	0	2	4	0	0	0	4	20
Into HIE Account Management	0	0	0	0	0	0	0	0	N/A
Total No. of Enquiries	78	62	57	197	0	0	0	197	800
START UP Webinars									
No. of National S/U Webinars	7	5	6	18	0	0	0	18	25
No. of Moray delegates attending	14	7	10	31	0	0	0	31	200
No. of Local S/U Webinars	0	0	0	0	0	0	0	0	10
No. of Delegates	0	0	0	0	0	0	0	0	100
Growth Webinars and Investor Ready sessions									
Days 1-2-1 Expert Help (Sector Specific)	0	0	1	1	0	0	0	1	27
No. of National Growth Webinars	4	5	6	15	0	0	0	15	N/A
No. of (Moray) Delegates	9	5	7	21	0	0	0	21	N/A
No. of Local Webinars	4	4	4	12	0	0	0	12	22
No. of Delegates attending	36	27	25	88	0	0	0	88	175
Investor Ready Financial Sessions	2	2	4	8	0	0	0	8	20
Digital Boost									
National Webinars	0	12	8	20	0	0	0	20	16
No. of (Moray) Delegates	0	26	23	49	0	0	0	49	128
Local Group Digital Coaching Sessions	0	0	0	0	0	0	0	0	2
Local 1-2-1 Projects (18 hrs)	0	0	0	0	0	0	0	0	5
Local 1-2-1 Digital Surgeries (1 hour)	0	0	0	0	0	0	0	0	10
Other Moray Events									
No. of Additional/Partner Events	0	1	2	3	0	0	0	3	10
No. of Delegates	0	28	70	98	0	0	0	98	500
Moray Recovery Plan Support									
Brexit 1-2-1 Specialist Support	1	1	1	3	0	0	0	3	0
Procurement 1-2-1 Specialist Support	1	0	0	1	0	0	0	1	0
LGAP Funds Re-invested (over 2 years)									
Growth Programmes/Masterclasses	0	0	0	0	0	0	0	0	2
No. of Delegates	0	0	0	0	0	0	0	0	16
Additional Specialist 1-2-1 (Sector Specific)	0	0	0	0	0	0	0	0	8

BUSINESS START UPS

Our focus during Q1, as an integral part of the Economic Growth & Regeneration Team was on local business support as well as continuing to administer extended SFB funds to businesses which have had their hours and activities restricted whilst Scotland remained in Level 1 (until July 19th).

However, we have seen a very encouraging start to Q1 with 44 new ventures receiving support and starting up, from Business Gateway Moray. This support was delivered through webinars and 1-2-1 adviser sessions delivered via Microsoft Teams, Messenger and Zoom video platforms. We were hopeful that start up numbers could pick up in Q1, which they did, but these numbers are likely to level off during the summer months as this is a normal trend. However as a result of people facing redundancy when furlough ends in October 2021, individuals will have to look closely at options to ensure they have an income and 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.

Types/location of start-ups this quarter:

Type of Business	Location	Type of Business	Location
Kart Racing	Elgin	Art Gallery	Elgin
B&B	Aberlour	Online Content coaching	Lossiemouth
Genealogy	Elgin	Laser Skin Treatments	Lossiemouth
Wheelie Bin Cleaning	Elgin	Nail Bar	Elgin
Car Valeting	Fochabers	Engineering/Fabrication	Elgin
Small Holding	Keith	Whisky Tour Operator	Elgin
Small Business Centre	Cummingston	Mobile Detailing	Garmouth
Hair Salon	Cullen	Motorhome Hire	Buckie
Outdoor Play Scheme	Fochabers		
Gliding Training	Elgin		
Seaweed Technology Development	Tomintoul		
Cakes and Tray bakes	Buckie		
Joiner	Buckie		
Dog Biscuits	Kinloss		
IT Hardware	Cullen		
Pizza and Cake Food Van	Portgordon		
Courier	Craigellachie		
Graphic design	Lossiemouth		
Autism assistance through Dogs	Keith		
Electric home charging Install	Elgin		
Wedding Dress Shop	Lossiemouth		
Tattooist	Elgin		
Builder	Cullen		
Food Hut	Duffus		
Beauty Therapy	Forres		
Holiday Let	Burghead		
Firefighting / Surveillance by Air	Glenlivet		
Courier Service	Keith		
Mobile Gift Service	Lhanbryde		
Wedding Event Planning	Elgin		
Tyre Sales and fitting Services	Buckie		
Mud Kitchens for Children	Lhanbryde		
Beauty Therapy	Elgin		
Vegan Café	Elgin		
Balloon/ Glitter Wall hire	Aberlour		
Public House	Elgin		

BUSINESS GROWTH SUPPORT

Business growth is still not a priority for businesses in Moray during Q1 (this trend is pan-Scotland as discussed with BG colleagues at a recent BGON meeting) - as many in hospitality and recreation sectors are still affected by restrictions imposed as a result of the prevalence of Covid-19. The priority for recently established and existing businesses continues to be one of resilience, innovation and diversification. 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 implement strategies to help mitigate some of the significant challenges businesses are still experiencing.

We are working with stakeholder partners in HIE Moray on more 'place-based' support which will ensure businesses with aspirations to innovate and diversify benefit from a collaborative approach targeting the right support at the right time with more frequent interventions by HIE and BG as and when required. By targeting the support offered we feel that it will have a more positive impact on the local economy in the longer term.

By also implementing these changes in our Specialist Supplier delivery, we have developed and started to deliver a new set of 'Moray Specific' growth webinars which reflect the sea-change in the specific ask from businesses seeking support.

These include topics such as:

Using Trip Adviser
Self-Assessment
Social Media Basics (All platforms)
Trading Internationally
Funding Growth (Crowdfunding)
Pitching your Business
Go Green & Grow your Business
Self-Promotion for Creatives
Build Business using Feedback & Reviews
Public Relations
Shopify & Facebook Shops
Intellectual Property
Innovation & Diversification
Adapting Your Business Model
Amazon Platform for SME's

We are also focusing on ensuring that 1-2-1 Support is made available to businesses in key sectors such as Creative, Food & Drink, Tourism and Engineering.

8 businesses were supported with 'Investor Readiness' plans to help secure necessary funding – mostly for innovation and diversification purposes.

***Total loan /grant funding secured to date by these businesses Q1 as a direct result of BG interventions = £390K**

**(excludes Covid related funds)*

Local Marketing Activity Q1

BG Moray's Facebook and Twitter Pages remain important marketing platforms for our business skills webinars, BG events and sharing information about support available to Moray businesses. Posted or shared on our social platforms during Q1 were:

- Women in Business - Panel Webinar
- Back to Business Series - Opening the Scottish Retail Sector - Panel Webinar
- Back to Business Series - Opening Scottish Food/Drink/Hospitality Sectors - Panel Webinar
- Back to Business Series - Go Green to Grow your Business – Panel Webinar
- Moray Import/export Brexit support
- Moray Climate Assembly
- Interface - Scotland's world-leading academic expertise for research and development - working with Business Gateway
- Mental Health Awareness Week
- Launch of Moray Council Discretionary Business Re-start grant for £8,000
- BG National and local webinars available to attend throughout Q1
- Notice of Additional Discretionary Business Level 3 Restrictions Fund for Moray Businesses
- Scotland Food and Drink Academy launch their 'Seeding Growth Programme'
- Supplier Development Programme (SDP) Property Consultancy Framework announced
- SCDI Highlands and Islands Excellence Awards

We have worked hard to ensure that local social media messaging add value to the national plan.

National Marketing Activity Q1

Business Gateway and DigitalBoost campaign kicked off during April/May 2021

The theme of the campaign was '**Brighter Future**'. It carried on from a successful autumn campaign. Businesses are still feeling lost and in the dark, with many unsure of what re-opening will look like and anxious about what is going to happen this Autumn/Winter. But the feeling this time is one of optimism albeit still a cautious optimism.

"Business Gateway and DigitalBoost can guide your business towards a brighter future". A line used to great effect throughout.

The **TV and radio adverts** pushed across a sense of reawakening, and highlighted the local and online support available through Business Gateway. We also used the radio advert to advertise our new business themed **podcasts** on platforms like **Spotify**. Despite not being back in our offices yet – our window **display adverts** continue to use illustrations from different sectors and drive traffic to the BG site and to local support for further information or 1-2-1 advice. We have been rotating this creative to have a start-up message, existing business message and DigitalBoost message running at different points throughout the campaign.

From a **PR** point of view we are continuing to use **email marketing in key industry sector publications**. The BG TV advert ran across the SkyTV, STV and ITV Borders network and there was a broad range of in-advert times there to allow us to target people who may be unemployed, working from home, considering starting a business or switching to self-employment through necessity or opportunity. Further to that the TV advert we also ran ads on the Sky AdSmart network which is a service that allows Sky to tailor ads people see when watching their content based on info Sky hold about the subscriber and their location, lifestyle, income etc. Sky AdSmart is generally used by us to target an audience which is already running a business and is served into about 35-40% of the Scottish population via Sky or Virgin boxes. For this campaign we used an option with Sky to target all available AdSmart homes in Scotland and engage with a wider audience that may be considering self-employment. The cost of this is being covered by each areas ad-hoc marketing budget allocation – this enables a wider reach with economies of scale.

We also ran a series of case studies called '**case study heroes**' across socials, highlighting some of the businesses we have supported over the last 12 months.

Highlights:

Edge Competition 2021: Winner in the Young Edge category of [Scottish Edge Round 17](#) and BG Moray supported business [Gut Feelings](#) owned by Hannah Taylor, this Forres based business was awarded £10,000.



Hannah's business produces Kombucha, an effervescent fermented tea made with a passion for good quality ingredients. Kombucha has detoxification and probiotic qualities, making it a great addition to a healthy diet as it contributes towards gut health. Carefully selected fruit and herbs are introduced for an enhanced nutritional profile in each flavour.

Gut Feelings runs on a low waste business model, achieved by setting up Refill Stations where bottles can be refilled as and when needed. A small bottle range is also on offer through which new and seasonal flavours can be experienced. *(I can recommend the recently introduced seasonal Rhubarb and Apple Flavour!*

Hannah's reaction to winning the cash prize: *"thank you [#scottishedge17](#) and [Business Gateway Moray](#), you have changed the future of this business entirely"*

SCDI Highlands and Islands Excellence Awards 2021: [Moray Shop Local](#) was a finalist in June 2021
<https://www.scdi.org.uk/hiawards/2021finalists/>

Founded and moderated by Juliette Buchan from Elgin. Juliette started Moray Shop Local Fb page on 23 March 2020 at the beginning of the first lockdown— it now has 7000+ members. Logo and branding was created to help raise awareness and for businesses to use alongside their own branding on their socials as appropriate.



Judges' comments: *"This platform is recognised as having played a significant role in maintaining resilience, community spirit and local support networks during the Covid-19 pandemic as well as supporting local supply chains and providing social and community resources"*

ADDITIONAL LOCAL ACTIVITIES

Local plans: During Q1 we continued to manage and deliver all BG products and services. We will continue to plan and deliver 1-2-1 start-up and business growth advice in-house using online platforms for the foreseeable future. We will also be offering specialist sectoral support, Digital Boost Programme and start up and growth webinars online via Teams and Zoom. Face to face support is not likely to take place with businesses for some time but a flexible approach to delivering advice will be developed as we move through 2021.

However, we have provisionally identified a location in Elgin where 1-2-1 meetings could take place safely in the near future as we move into Level 0.

Digital Boost Programme Phase 6 - 2021/22: Business Gateway National have recently received a signed offer of grant letter from the Scottish Government that allows us to progress Phase 6 of the Digital Boost Programme 2021/22. In a change from previous years and with 'economies of scale' as a priority – BG National Unit have procured the DB webinars nationally. Moray as with all local authority areas has an allocation of funds for the local delivery of 1-2-1 60m Surgeries/ 1-2-1 18 Hour digital Projects and Group coaching sessions with Digital specialists. As we had previously procured this service we will continue to work with Tuminds to deliver 10 x 1-2-1 (1Hr) Surgeries 5 x 1-2-1 (18 Hr) Projects /2 x Group coaching sessions through until the end of March 2022. These funds will then be claimed back as before from the Scot Govt at the year end.

Business Gateway launched our new PTS '**Planning to Start**' Tool in June '21 and a campaign to raise awareness is underway. Our Planning to Start tool aims to take individuals through the initial practical steps to starting up a new business and helps identify the type of support they may need and where they can find it.

In under 10 mins customers will answer some simple questions around their business idea and plans. Once completed - they will be signposted to relevant sources of support and guidance. BG Moray will then contact them within 3 working days to discuss their plans further and look at putting together a tailored action plan help them move their plans or ideas forward. Information for this Business tool is integrated into our CRM system and administered at a local level – More info can be found here <https://www.bgateway.com/planning-to-start>

Moray Economic Recovery Plan: Business Gateway will continue to lead on the delivery of BREXIT and Procurement 1-2-1 support for businesses in conjunction with HIE.

Info about procurement support for Moray based businesses seeking help to write tenders has been marketed and shared on social media platforms and also with stakeholder partners. 1-2-1 support has been delivered using online platforms to Moray businesses this quarter. Looking at PCS this would indicate that there are 12 live potential contracts via Moray Council so local opportunities are limited - although Highlands and Islands wide the numbers of opportunities available are significantly higher.

Moray businesses have also requested and received support through the Brexit consultancy programme with very positive feedback - some of these enquiries are ongoing due to the complexity of their business. We are confident that businesses will continue to access this although enquiry numbers tailed off during April. This may have been in part be due to the launch and widespread marketing of Brexit grant support from the UK Government (<https://www.gov.uk/government/news/20-million-sme-brexit-support-fund-opens-for-applications>) - however this fund closed on 30 June 2021 – so we will continue to market our local support on social media platforms as businesses appear to request support when issues arise rather than by planning ahead.

UK Community Renewal Fund: In conjunction with the EGR Manager BG Moray sat on the panels which assessed BIDS to this fund which qualified to be submitted to the UK Government.

Investment priorities:

To nurture innovative thinking and offer flexibility, projects had to align with one, or deliver across several, of the following investment priorities to qualify:

- Investment in skills
- Investment for local business
- Investment in communities and place
- Supporting people into employment

The UK Community Renewal Fund will operate across the UK and is considered a pre-cursor to the proposed UK Shared Prosperity Fund – details of which are to be published in a UK-wide Investment Framework later this year. It is anticipated that the UK government will announce successful projects for the UK Community Renewal Fund by the end of July 2021 and local authorities will then be notified, followed shortly by the first tranche of funding.

Covid-19 related funds: We will continue with our EGR colleagues, to deliver extended funds as appropriate via the Strategic Framework Fund until Level 0 status is in place.

LOOKING AHEAD

Visit Moray Speyside: BG Moray has been invited to take part in an online discussion regarding Tourism Specific support on 8 July

Zero Waste Scotland Update – BG Moray will join HIE in an online discussion on 19 July around products and services they can deliver to Moray SME's

PACE (*Partnership Action for Continuing Employment*): BG Moray is a member of PACE and a partnership meeting will take place on 20 July to update stakeholders on latest news regarding the local and Scotland - wide marketplace regarding businesses and subsequently individuals impacted by the effects of COVID restrictions.

Growth Deal: BG will attend (as a member of the Enterprise Hub Board) the next 'Teams' board meeting on 10 August to ratify final business case.

RAF Lossiemouth Working Group: With 8 Sqn families due to arrive at RAF Lossiemouth in autumn 2021 - BG Moray has been invited to join a working group for its first meeting on 28 Sept 2021. The purpose is to raise awareness of entrepreneurial support available to spouses & families.

BGON (*Business Gateway Operational Network*): BG Moray will attend this pan Scotland 'Teams' quarterly meeting on 18 July 21

Re-design of the Business Gateway Service – April 2022

The Business Gateway service was established in April 2009. At that time - HIE were tasked with collaborating and aligning on a strategic level. The Business Gateway service currently provides support to people starting businesses and to any established businesses across Scotland. Each business, throughout its lifecycle, will require varying levels of support. Business Gateway is a universal service available to all with free support provided through a catalogue of webinars, a comprehensive website with a considerable range of online content and tools. 1-2-1 confidential adviser support is seen as a vital part of the offer, along with further sector specialists providing an extensive package of support to help businesses achieve their growth ambitions.

The Business Gateway National Unit are currently undertaking a service re-design process that will lead to a strategic vision for the service that is fit for the future. BG National Team are working with an academic organisation who share our excitement for the future of the BG service.

This re-design process requires a different as opposed to traditional approach, one grounded in embracing collaboration and which is focussed on co-production and empowering and leading us to develop a compelling and long-term vision for the Business Gateway service, a service designed for the future that clearly delivers the support needed by customers and which addresses national and local economic strategies.

The programme for delivery of the key outputs is ambitious and challenging and must be achieved to make the most of the opportunity to align wider plans and programmes and to ensure a coordinated and timely response to Scotland's post-Covid economic recovery. A clear and agreed strategic vision for the service is required.

Business Gateway Services also understands the need to engage more effectively to support and deliver key projects that arise from City/Growth Deals and Climate Change projects, including Inward Investment, International Trade and development of a Green Recovery. These re-designed services are planned to roll out in April 2022 and is being led by The COSLA Business Gateway Board and Business Gateway National Unit (BGNU).