

BUSINESS GATEWAY MORAY QUARTERLY ACTIVITY & PERFORMANCE REPORT

Quarter 2
1 July - 30 September 2021



Q1 - Performance Statistics

BG MORAY STATS 2021/22	July '21	Aug '21	Sep '21	Q1	Q2	Q3	Q4	Y to D	Yearly Target
Business Start-Ups	10	3	6	63	19	0	0	82	130
Placed-Based Growth Support (BG/HIE)	1	0	1	4	2	0	0	6	20
Into HIE Account Management	0	0	0	0	0	0	0	0	N/A
Total No. of Enquiries	58	51	99	197	208	0	0	405	800
START UP Webinars									
No. of National S/U Webinars	3	5	4	18	12	0	0	30	25
No. of Moray delegates attending	5	12	4	31	21	0	0	52	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)	1	0	4	1	5	0	0	6	27
No. of National Growth Webinars	10	1	3	15	14	0	0	29	N/A
No. of (Moray) Delegates	18	1	3	21	22	0	0	43	N/A
No. of Local Webinars	0	3	0	12	3	0	0	15	22
No. of Delegates attending	0	14	0	88	14	0	0	102	175
Investor Ready Financial Sessions	1	1	1	8	3	0	0	11	20
Digital Boost									
National Webinars	1	13	13	20	27	0	0	47	16
No. of (Moray) Delegates	17	22	22	49	61	0	0	110	128
Local Group Digital Coaching Sessions	0	0	0	0	0	0	0	0	2
Local 1-2-1 Projects (18 hrs)	1	1	3	0	5	0	0	5	5
Local 1-2-1 Digital Surgeries (1 hour)	0	0	2	0	2	0	0	2	10
Other Moray Events									
No. of Additional/Partner Events	1	0	0	3	1	0	0	4	10
No. of Delegates	15	0	0	98	15	0	0	113	500
Moray Recovery Plan Support									
Brexit 1-2-1 Specialist Support	0	1	0	3	1	0	0	4	0
Procurement 1-2-1 Specialist Support	0	0	3	1	2	0	0	4	0
Moray Business S/U Business Grant (13 Sep 21)	0	0	6	0	6	0	0	6	50

BUSINESS START UPS

Our focus during Q2, was to encourage entrepreneurship and support new business start ups especially to those who are perhaps coming off the furlough scheme and have to look at all options including self-employment. We also wanted to ensure we engage with academia to encourage creatives to consider running their own business and are working with Moray College UHI and DYW Moray to deliver a venue based event early in 2022 targeting that group.

We have seen a number of new start ups across the sectors in Q2 with 19 new ventures receiving support 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 Q2 but they instead levelled out which appears to be what is happening across Scotland based on discussions with BG colleagues in other areas. Given this trend and the level of enquires we have received from potential start-ups regarding funding as well as those from member organisations, we decided to look closely to see if there was an opportunity to provide a fund to re-energise a new business culture in Moray.

As a result a report was presented to the Council's Economic Growth & Regeneration Committee on 24 August 2021 proposing a new Moray Business Start-Up Grant. Business Gateway Moray was best placed to deliver such a grant fund in-house to help support individuals turn ideas into a commercial reality. The proposal was approved by the Committee and offers targeted financial support of £1500 to new ventures to help stimulate and encourage new businesses to be set up in Moray. Funding has been vired from existing BG funds along with matched funds from HIE, establishing a total fund of £75,000. The fund opened on 13 September 2021 for applications and will close at the end of March 2022 or earlier if funds are exhausted. An update of approvals can be found in stats table within this report.

Types/location of start-ups this quarter:

Type of Business	Location
Balloon/ Glitter Wall hire	Aberlour
Public House	Elgin
Motorhome Hire	Buckie
Whisky Tour Operator	Elgin
Mobile Detailing/ Valeting	Garmouth
Art Gallery and Workshop	Elgin
Online Educational Coaching	Lossiemouth
Nail Bar	Elgin
Engineering	Elgin
Property Letting	Elgin
Vehicle repairs and Maintenance	Elgin
Mobile Pizzeria	Elgin
Taxi App	Elgin
Hotel	Tomintoul
Dog Groomer	Fochabers
Plant Nursery	Ballindalloch
Health Coaching and Nutrition	Elgin
Photographer	Buckie
Café	Hopeman

BUSINESS GROWTH SUPPORT

Some business growth activity was more prevalent in Q2 which is encouraging but repayments of COVID related loans, now being pursued by the banks, is hampering innovation and hindering overall growth plans for SME's. This trend again appears to be Scotland –wide. Many hospitality businesses are still impacted by the fact that they are not trading at full capacity due to staff shortages or absences and also some mitigations they still must have in place or are recommended by the Scot Govt or HSE. However, the Scottish Govt have announced that there will be a Ventilation fund in October 2021 – details around the criteria and what the fund can be used for will be posted on the find Business Support platform shortly <https://findbusinesssupport.gov.scot/service/funding/covid-19-ventilation-fund>. Details of the fund have been posted on BG socials for business to access.

The priority for recently established and existing businesses continues to be one of resilience and diversification. BG Moray continues to work to implement strategies to help mitigate some of the significant challenges businesses are still experiencing. We are continue to work with HIE Moray to deliver 'place-based' support which will ensure businesses with aspirations to innovate and diversify benefit from a collaborative approach. 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:

Social Media Basics
Trading Internationally
Intellectual Property
Cloud For Business
Creating Live Streams
Photography for online businesses
Email marketing
Cyber Security
Instagram for business
Pinterest for business
Producing online content

There is a focus on digital webinars as many more businesses are now using online platforms to enhance their traditional business offering. 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.

4 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/Q2 as a direct result of BG interventions = £590K

Supplier Development Programme and 1-2-1- Specialist support

A report will be presented to the next Economic Development Committee on 19 October 2021 recommending continuous membership of SDP. Chris Muir, Senior Officer Economic Strategy & Development, will take the lead in developing and delivering the Supplier Development strategy with input from MC Procurement, Econ Dev, HIE and Business Gateway. A meeting is planned for late Oct 21 to discuss what that strategy will include and more importantly what is currently being delivered. This will help the group to focus on what needs to be done and where gaps exist.

4 business have received Specialist 1-2-1 support on Tendering for Public Sector Contracts in Q2 – this is in addition to the online support businesses can access through the Supplier Development Programme.

1-2-1 support to small and medium sized enterprises (SME's) based in Moray includes:

- 1-2-1 help in preparing and writing successful public sector tender bids
- 1-2-1 help with preparing documents policy documents

The objective being to help Moray businesses improve their knowledge and confidence by delivering practical 1-2-1 support with the goal of increasing the number of Moray businesses writing successful public sector tender bids and winning more public sector contracts.

Local Marketing Activity Q2

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 Q2 were:

- SDP Talking Tenders Webinars
- DYW – Positive futures Survey
- Moray Import/export Brexit support
- Moray public Sector tendering 121 support
- Google Data Studio
- Interface in collaboration with Napier University - Scotland's world-leading academic expertise for research and development
- BG Digital Boost webinars
- BG Business Growth webinars
- New funding round for the Food Processing and Marketing Grant Scheme opens
- Meet the Buyer North Virtual Event 7 Sept 2021
- The SHIREs - Scottish Highlands and Islands Rural Economy Awards 2021
- BG Apprenticeship Podcasts
- Visit Scotland's 'Turning Lookers into Bookers' online tourism sector-focused event
- BG Planning to Start Tool
- Scotland Food and Drink - regional showcasing meet the buyer event (Nov '21)
- Moray Business Start-Up Grant Launch
- Scottish Business Week (18 – 22 Oct '21)
- SDI online event: Accessing Gin Opportunities in North America
- Launch of Ventilation fund

National Marketing Activity Q2 - Business Gateway and DigitalBoost campaign continued through July- Sept. 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.

Scottish Business week 2021 – Nationwide Marketing of this virtual week-long event between the **18th - 22nd October**, run in partnership with Scottish Enterprise, South of Scotland Enterprise, Highlands and Islands Enterprise and Skills Development Scotland has begun. This event is a festival for Scottish businesses of all sizes and across all sectors - offering inspiration, advice & guidance to help you build a brighter future.

Programme across the week will include:

Speakers

Councillor Steven Heddle, COSLA Spokesperson for Environment & Economy and Chair of the Business Gateway Board

- Dr Samuel Mwaura, Lecturer and National Co-Lead – Global Entrepreneurship Monitor (Scotland), Hunter Centre for Entrepreneurship, University of Strathclyde
- Dr Martin Valenti, Director of Net Zero, SOSE
- Vicky Brock, CEO and Co-Founder of Vistalworks
- Josh Littlejohn, Founder of Social Bite

Panel webinars

- Digital adoption and business transformation - Opportunities and barriers
- Challenges/Opportunities for Women in Business
- Why businesses need to join the race to net zero
- What do you need to think about when starting up in business?

Webinars

- Writing a business plan
- Developing a brand for your business
- Adapting your business model to survive or grow
- Starting a greener business
- Identifying gaps in your business strategy
- Finding early stage investment
- Selling on global platform

Digital masterclasses

- How to make the most of Facebook for business
- Getting to grips with Google: Improve your SEO
- Top tips to help you master selling online
- Cyber security - Protect your business from hackers
- Website analytics - A practical guide to key reports and tools

Business Spotlight:

Great Taste Awards N.E winners 2021

BG Moray supported business Gut Feelings owned by Hannah Taylor, has one yet another award this month



Hannah's business Gut Feelings, 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. They won the Great Taste Award for their new flavour - Raspberry & Mint Kombucha

Roehill Springs was also a winner in the Great Taste Awards 2021. Their Premium ultra-small batch Gin is created using the finest locally foraged and traditional botanicals and their own natural spring water in a traditional 30 litre copper pot still. Based just outside Keith, their 'Gin No 5' has also been awarded a GOLD Medal in the IWSC (International Wine & Spirit Competition) 2021 - with spirit entries from 86 countries and over 1,000 entries to the Gin category alone!



ADDITIONAL LOCAL ACTIVITIES

Local delivery: During Q2 we continued to manage and deliver all BG products and services. We will continue deliver 1-2-1 start-up and business growth advice 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 is being developed as we move through 2021/22.

Moray Climate Change Assembly - Virtual Event - 30 Sep 2021

Moray Climate Assembly which serves as a cross-sector melting pot; catalysing action to deliver a just and green recovery towards COP26 and beyond. The assembly's aim is to **INSPIRE** new thinking, provide a platform to **SHARE** the latest environmental actions in Moray, and **CONNECT** cross-sector change makers together.

Digital Boost Programme Phase 6 - 2021/22: Business Gateway Moray has procured this service we will continue to work with Tuminds to deliver the programme in 2021/22. As at the end of Q2 we have delivered 2 x 1Hr Surgeries 5 x 1-2-1 (18 Hr) Projects offering digital support to Moray businesses. Digital webinars have also been delivered in Q2.

Moray Economic Recovery Plan: Business Gateway continues to deliver BREXIT and Procurement 1-2-1 support for businesses in conjunction with HIE.

Procurement support for Moray based businesses seeking help to write tenders has been delivered to 3 businesses already. 10 Moray businesses have also received support through the Brexit consultancy programme with very positive feedback - some of these enquiries are ongoing due to the complexity of their business.

LOOKING AHEAD

PACE (*Partnership Action for Continuing Employment*): BG Moray is a member of PACE and a partnership meeting will take place on 5 Oct to update stakeholders on latest news regarding both 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 in early November to work on the OBC. Moray Chamber and BG Moray will visit the Fraserburgh Enterprise Hub managed by Elevator UK on 15 Oct 21 to better gauge how the building works and the challenges they faced along the way. They will report back to the Board on their findings

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