

BUSINESS GATEWAY MORAY QUARTERLY ACTIVITY & PERFORMANCE REPORT

Quarter 3
1 October - 31 December 2021



[Net Zero Nation](#)

Q1 - Performance Statistics

BG MORAY STATS 2021/22	Oct '21	Nov '21	Dec '21	Q1	Q2	Q3	Q4	Y to D	Yearly Target
Business Start-Ups	8	10	9	44	19	27	0	90	130
Placed-Based Growth Support (BG/HIE)	1	1	2	4	2	4	0	10	20
Into HIE Account Management	0	0	0	0	0	0	0	0	N/A
Total No. of Enquiries	62	60	44	197	208	166	0	571	800
START UP Webinars									
No. of National S/U Webinars	3	4		18	12	9	0	39	25
No. of Moray delegates attending	4	6		31	21	13	0	65	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	3	0	1	5	3	0	9	27
No. of National Growth Webinars	0	3	0	15	14	3	0	32	N/A
No. of (Moray) Delegates	0	3	0	21	22	3	0	46	N/A
No. of Local Webinars	0	0	0	12	3	0	0	15	22
No. of Delegates attending	0	0	0	88	14	0	0	102	175
Investor Ready Financial Sessions	4	1	2	8	3	7	0	18	20
Digital Boost									
National Webinars	9	9	14	20	27	32	0	79	16
No. of (Moray) Delegates	11	13	24	49	61	48	0	158	128
Local Group Digital Coaching Sessions	0	0	0	0	0	0	0	0	2
Local 1-2-1 Projects (18 hrs)	0	0	3	0	5	1	0	6	5
Local 1-2-1 Digital Surgeries (1 hour)	1	0	1	2	2	0	0	4	10
Other Moray Events									
No. of Additional/Partner Events	2	1	1	3	1	4	0	8	10
No. of Delegates	1350	10	10	98	15	1375	0	1488	500
Moray Recovery Plan Support									
Brexit 1-2-1 Specialist Support	5	0	0	3	1	7	0	11	0
Procurement 1-2-1 Specialist Support	2	0	0	1	2	2	0	5	0
Moray Business S/U Business Grant (13 Sep 21)	6	4	1	0	6	11	0	17	50

BUSINESS START UPS

During Q3, we continued to encourage entrepreneurship and work with new business start ups. We also collaborated with Moray Chamber of Commerce and RBS to deliver 3 interactive 'Business Builder' sessions to help build confidence in new and existing businesses within the Moray economy. Since launching in Sept 21 the Moray Business start-up Grant has helped 16 new ventures to get off the ground who would have otherwise struggled to get the much needed finance to do so. At end Q3, grant funding totalled £24K. Q3 saw 22 new start ups ventures receiving 1-2-1 advisory 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. After start up numbers levelling out in Q2 which is what is happening across we were encouraged to see the level of enquires we have received from potential start-ups rising in Q3 with conversions to new venture again on the increase. However, the Moray economy is still recovering from the effects of Covid 19 and further potential restrictions during the winter months could again damage confidence amongst budding entrepreneurs - we will continue to monitor progress.

Business Start-up webinars delivered included topics such as:

Business Planning - the basics
Recordkeeping
Marketing on a budget
A guide to completing your Self-Assessment Tax Return
Customer Service
Business Expenses
Setting up 'Google My Business'

Types/location of start-ups quarter 3:

Type of Business	Location
Remedial Therapy	Buckie
Online Competition Company	Elgin
Ice Cream Retailer	Dufftown
Celebration Balloons	Elgin
Pizzeria	Buckie
CBD Products	Elgin
Dog Training	Buckie
Hair Salon	Elgin
Complimentary Therapy	Buckie
Specialist Cattle rearing/ Beef production	Forres
Holistic Therapies	Elgin
Personal Trainer/Fitness Classes	Elgin
Medicinal Mushrooms	Forres
Bridal wear	Elgin
Takeaway Café	Craigellachie
Online Coaching	Findhorn
Bar/ restaurant	Cullen

BUSINESS GROWTH SUPPORT

Growth activity was still prevalent in Q3. A Ventilation fund was announced by the Scot Govt in October 2021 – details around the criteria and what the fund can be used for have been posted on the Find Business Support platform <https://findbusinesssupport.gov.scot/service/funding/covid-19-ventilation-fund> This info has been posted on the Moray Council website http://www.moray.gov.uk/moray_standard/page_133282.html and shared by BG and stakeholder partners. Initial eligibility will be carried out using an online Self-Assessment tool with Local Authorities assessing applications and making payments to successful businesses. 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 to deliver 'place-based' support which will ensure businesses with aspirations to innovate and diversify benefit from a collaborative approach. HIE also re-introduced its Young Business Grant for a limited period in November – which targeted new and existing businesses that may be able to access grants to help with growth plans. HIE Moray Area Manager Stuart Black is taking up his new appointment as HIE Chief Executive in Jan 2022 which left Moray seeking a replacement. In December 2021, David Reid was appointed interim HIE Moray Area Manager. We will continue to work with the HIE team to support business growth in Moray and wish Stuart well in his new post.

Growth and Digital Boost webinars delivered by BG included topics such as:

Mindfulness Introduction: Transforming Stress, Anxiety and Burnout
PR on a budget
Trading Online
Website Development
Customer Service
Go Green to Grow your business
Create a Digital Content Plan
Creating a Marketing Plan
Create video on your phone for social media
Optimise your Linked In Presence
Trading on Amazon Ebay and Etsy
Using Creator Studio
Protect your business from Hackers
Bookkeeping
Business planning for growth
Blogging for business
Growing your Rural Business

More and more businesses are using online platforms to enhance their traditional business offering and BG is also focusing on ensuring 1-2-1 Specialist support is made available to businesses in key sectors such as Creative, Food & Drink, Tourism and Engineering.

Brexit Specialist Support: 23 days of specialist support has been delivered to 13 Moray Businesses on total up to end Q3 who are currently trading with the EU or considering this route to market and need 1-2-1 help with processes and protocols. 6 businesses were also supported with 'Investor Readiness' plans to help secure necessary funding to develop, diversify or innovate.

Total loan /grant funding secured by these businesses Q1/Q2/Q3 as a direct result of BG interventions = £1.34m

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

A report was presented to the Council Economic Development Committee on 19 October 2021 recommending continuous membership of SDP and this arrangement was agreed by the committee and will be funded from the BG budget. A meeting is planned for early 2022 w hic all stakeholder partners will attend to discuss the development of a Moray procurement strategy for the future. This will help the group to focus on what needs to be done and where any gaps exist.5 days of Specialist 1-2-1 support has been delivered on Tendering for Public Sector Contracts up to the end of Q3 – this is in addition to the online support businesses can access through the Supplier Development Programme. An online update by SDP was scheduled to take place in Nov 21 was postponed due to illness – this has now been re-scheduled for 13 Jan 2022.

Local Marketing Activity Q3

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 Q3:

- BG Digital Boost webinars
- Scottish Business Week
- Scotland Loves Local Gift Card
- Net Zero Expert knowledge webinar series
- Moray West windfarm Operational and maintenance Contract
- Business Builder Series of Webinars (BG/MCC/RBS collaboration)
- PIN of Moray Pathways training contract on PCS
- COP26 Updates
- BG Podcast with Johnston's of Elgin
- HIE Young Company Capital Investment Grant
- Highlands & Islands Productivity Club meetings
- Launch of Scot Govt Ventilation Fund (23 Nov)
- BG Business Growth webinars
- BG Planning to Start Tool

National Marketing Activity Q3

Marketing Campaigns

Following the redevelopment of the Planning to Start tool, a campaign to promote the new tool/service launched in Oct for 6 weeks. This campaign focused on digital display, social media, PR, Pay Per Click advertising and paid for content across Scottish publications

We have now started our Autumn activity using an updated and evolved message 'Guiding your business to a brighter future' The focus is to support the different challenges and objectives businesses face over the next 12 months.

With COP 26 being held this November, the Net Zero joint campaign with enterprise agencies and Scottish Government to highlight environment sustainability went live and ran until the end of November. This campaign targeted all those in business or self-employed across all sectors and support available to help them via BG

Scottish Business Week

This business support conference took place 18-22 Oct '21 and featured keynote speakers, panel webinars, practical webinars and Ask the Expert sessions. This conference was carried out in collaboration with all the enterprise agencies to deliver a range of sessions of interest to people and businesses of all stages and multiple sectors – our aim for it was that it was a celebration of business across Scotland with an overall theme of building a brighter future. We had over 1200 attendees sign-up with lots of positive feedback received.

National Webinars

We are working closely with the webinar supplier to ensure the national webinar programme remains engaging and relevant to those starting or running a business in Scotland. We have added in new titles including: growing a greener business, starting up for young people and how to generate ideas.

Business Gateway/DigitalBoost Online Support (Guides, articles podcasts)

We continue to develop online support for businesses in the way of guides, checklists, podcasts and articles. The following have been released in the last 12 weeks:

Articles/Guides:

[How to choose an email marketing platform](#)

[An introduction to customer service channels for ecommerce businesses](#)

[6 key Google Analytics metrics for ecommerce businesses](#)

[Designing and building a sustainable website](#)

[Making your current website more sustainable](#)

[An intro to sustainable website design](#)

Podcasts:

[Digital sustainability: How to have a greener website](#)

Business Gateway National Instagram Account

We are currently working on updating our social media guideline document and this will be circulated to the network over the Autumn. Further to this, we plan on opening our national Business Gateway Instagram account over the next few weeks with local area offices taking turns on populating it on a rotational basis.

Business Gateway Brand Guidelines

Work is to begin on refreshing and updating our brand guideline with some new assets. This is not a costly project or an overall brand refresh. We remain happy with the overall look and feel but there are some elements that we feel could be brought more in line with current times.

Other Development and Ongoing Projects

The following projects are either being carried out now or will be ongoing throughout 2021:

- Publish and update Business Gateway and DigitalBoost service listings on www.findbusinesssupport.gov.scot
- Regular newsletter and webinar email with details of support available from across Scotland
- Weekly national webinar newsletter
- Social media and community engagement and management

ADDITIONAL LOCAL ACTIVITIES

Local delivery: During Q3 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 given appearance of the new COVID variant – however, a flexible approach to delivering advice is being developed as we move through 2021/22. We will also be offering specialist sectoral support, Digital Boost Programme and start up and growth webinars online via Teams and Zoom.

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 Q3 we have delivered 3 x 1Hr Surgeries 5 x 1-2-1 (18 Hr) projects offering digital support to Moray businesses.

PACE (*Partnership Action for Continuing Employment*): BG Moray is a member of PACE and a partnership meeting took 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. No mass redundancy issues have arisen.

Moray Business Women: Business Gateway Moray agreed to be on the judging panel for the MBW 2021 Awards. 4 Award applications were judged and scores / feedback were given to the MBW President. These were:

- Business Woman of the Year
- Most Enterprising Business of the Year
- Best New Business (new for 2021)
- Best New Product or Service Award

Growth Deal: BG will attend (as a member of the Enterprise Hub Board) the next 'Teams' board meeting in early 2022 to work on the OBC. Moray Chamber and BG Moray visited the Fraserburgh Enterprise Hub managed by Elevator UK on 15 Oct and reported back to the board on their findings. Other venues still have to visited by board members

Moray Climate Assembly: BG attended the inaugural meeting online for this Assembly which was a useful introduction to the Green Agenda we will all have to be part of. We also attended a follow up meeting with feedback and reflection on COP26. Scotland's Minister for a Just Transition Richard Lochhead, MSP, and other elected representatives shares their views and also further information on 'Just Transition Fund' announced in the Scottish Govt budget for the North East and Moray.

Additional COVID funding for businesses: The Scot Govt announced in December 21, further funds to support businesses in specific sectors which will be paid via the Strategic Framework Business Fund. This is as a result of the new restrictions which were put in place on 7 Dec 2021. Dec/Jan Top up funds for hospitality and leisure businesses will be administered by the Econ Dev team within Moray Council and subsequently paid to eligible Moray businesses during January 2022. Other funds for specific sectors such as Tourism, Creatives and Wedding providers will be administered by HIE; VS and Creative Scotland.

LOOKING AHEAD

BG/DYW Event: A joint event is being developed and the intention is to deliver this in situ at Moray College UHI AGBC. This will be in the form of an interactive panel to students about entrepreneurship and the opportunities that may be available to them if they choose to set up their own new venture. This is likely to take place at the end of March 2022 and we will bring along 2 young people who run their own businesses and have had support from BG to take part and share their own experiences in business.

Moray Pathways: A Meeting will be held on the 27 January for all partners to discuss their contribution to the group and help develop a strategy going forward. <https://moraypathways.co.uk/> BG will attend

Moray Business Women: BG will give a presentation regarding BG business support via Zoom at the first in a series of Lunch & Learn events held by MBW on 1 March 2022