

# BUSINESS GATEWAY MORAY QUARTERLY ACTIVITY & PERFORMANCE REPORT

Quarter 4  
1 January - 31 March 2022



**START, INNOVATE & GROW** with Business Gateway ([#bgateway.com](https://www.bgateway.com))



## Q4 - Performance Statistics

BG MORAY STATS 2021/22	Jan '22	Feb '22	Mar '22	Q1	Q2	Q3	Q4	Y to D	Yearly Target
Business Start-Ups	13	12	8	44	19	27	33	123	130
Placed-Based Growth Support (BG/HIE)	1	2	1	4	2	4	4	14	20
Into HIE Account Management	0	0	0	0	0	0	0	0	N/A
Total No. of Enquiries	87	102	94	197	208	166	283	854	800
<b>START UP Webinars</b>									
No. of National S/U Webinars	7	5	10	18	12	9	22	61	25
No. of Moray delegates attending	13	6	17	31	21	13	36	101	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
<b>Growth Webinars and Investor Ready sessions</b>									
Days 1-2-1 Expert Help (Sector Specific)	0	0	0	1	5	3	0	9	27
No. of National Growth Webinars	0	9	4	15	14	3	13	45	N/A
No. of (Moray) Delegates	0	19	6	21	22	3	25	71	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	1	2	1	8	3	7	4	22	20
<b>Digital Boost</b>									
National Webinars	17	12	10	20	27	32	39	118	16
No. of (Moray) Delegates	37	13	21	49	61	48	71	229	128
Local Group Digital Coaching Sessions	0	0	0	0	0	0	0	0	2
Local 1-2-1 Projects (18 hrs)	0	1	0	0	5	1	1	7	5
Local 1-2-1 Digital Surgeries (1 hour)	1	0	0	2	2	0	0	4	10
<b>Other Moray Events</b>									
No. of Additional/Partner Events	0	1	2	3	1	4	11	11	10
No. of Delegates	0	250	77	98	15	1375	327	1815	500
<b>Moray Recovery Plan Support</b>									
Brexit 1-2-1 Specialist Support	3	0	4	3	1	7	7	18	0
Procurement 1-2-1 Specialist Support	0	0	0	1	3	2	0	6	0
Moray Business S/U Business Grant (13 Sep 21)	2	12	19	0	6	11	33	50	50

## BUSINESS START UPS

During Q4, we continued to support new business start ups in Moray. We also collaborated DYW Moray to deliver our first '3D' event in the AGB Centre within Moray College UHI. This event was specifically targeted at young people to try and stimulate the entrepreneurial spirit and encourage them to consider setting up a new venture. Since 13 Sept 21 when the Moray Business start-up Grant was launched by BG Moray, 50 businesses have been approved for finance to help them get off the ground . These businesses would have otherwise struggled to get the much needed finance to do so. At end Q4, approved MBSU grant funding totalled £75,000. The fund has now been fully committed and closed on 31 March 2022.

Q4 saw 33 new ventures receiving 1-2-1 advice from Business Gateway Moray bringing the total start ups supported Apr 21 – March 22 to 123. (this fell just short of our 130 S/U target for the year) However, the impact of the Moray Business Start Up Grant has been a positive one with start-up numbers up by 32 compared to 2020/21). Start up support was delivered through webinars and 1-2-1 adviser sessions delivered via Microsoft Teams, Messenger and Zoom platforms and latterly in some cases we have started to visit business premises. Although the Moray economy is still recovering from the effects of the pandemic we are heartened on the increase in new ventures from last year and hope to see this trend continuing in 2022/23.

### ***Business Start-up webinars delivered in Q4 included topics such as:***

Starting a business – everything you need to know
Bookkeeping and finance
Generating Ideas for your business
Writing a Business plan – the essentials
Intro to Business Websites
HR the essentials for the new employer
IP Fundamentals for business

### **Types/location of start-ups quarter 4:**

Type of Business	Location
Wholesale office Equipment	Elgin
Allergy Testing Service	Forres
Dogs for Autism	Elgin
Gin School	Keith
Café	Alves
Hair Salon	Fochabers
Training Provider	Burghead
Cladding Manufacturer	Keith
Dog Walking	Elgin
Home Caring	Lossiemouth
Holiday Home	Portknockie
Contract Cleaning	Lossiemouth
Works Contractor	Forres
Hotel	Forres
IFA	Elgin

Licensed Club	Keith
Contract Cleaning	Buckie
Hair & Beauty	Roths
Clothing design & embroidery Service	Knock
Graphic Design	Hopeman
Bar and Club	Keith
Baby Massage Classes	Lossiemouth
Beauty Therapy	Lhanbryde
Water sports Coaching	Cullen
Wood craft	Portgordon
Nails	Elgin
Wood recycling	Lhanbryde
Mobile Pizzeria	Keith
Tech Consultancy	Lhanbryde

## BUSINESS GROWTH

Growth activity in Q4 was more apparent than in previous quarters, although BG Moray continues to work to implement strategies to help mitigate some of the significant challenges businesses are still experiencing. We have agreed and implemented new protocols to work with HIE given their new client engagement model. This 'place-based' support is being offered by HIE to ensure businesses with aspirations to grow, innovate and diversify benefit from a collaborative approach. Account management is no longer the preferred route for HIE to engage with businesses.

We developed and collaborated with Visit Scotland to deliver a series of Digital Boost webinars for the Tourism Sector which was particularly badly hit by the restrictions imposed during the pandemic.

6 business were supported with more complex Investor Ready advice sessions from BG in order to help them secure the funding needed to grow, create/ retain jobs and complete business purchases successfully. 'Investor Readiness' plans completed in Q4 brought the year-end total to 22.

***As a result - total loan funding secured by these businesses Q1 - Q4 from banks and other bona fide lenders as a direct result of BG interventions = £1.625m (excludes COVID Funds).***

Many Moray businesses are using online platforms to enhance their traditional business offering. BG is focusing on ensuring Digital support is made available to businesses in key sectors via our digital webinars – those delivered in Q4 included topics such as:

Enhance your Business with Digital
Website Analytics
Photography for online business
Bookkeeping and financial governance
Strategic Approach to developing your business
Improve your Google Search rankings
Blogging for Tourism Businesses
Robots for manufacturing businesses
Customer Service
Video Production for Social media
Go Green to Grow your business
Improve Develop – make more money
Tourism Businesses – get your website cookies right
Planning and scheduling online content
Get Impact with social Media Analytics
Insta for Business

**Brexit Specialist Consultancy Support:** 29 days of specialist support has been delivered to 16 Moray Businesses in total up to end Q4. These are businesses that are currently trading with the EU or considering this route to market and need 1-2-1 help with processes and protocols. Demand is currently still there for this service.

### **Supplier Development Programme / 1-2-1- Specialist Procurement Consultancy support**

A meeting of stakeholder partners took place on 13 Feb 2022 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. A presentation was delivered by SDP at the meeting to ensure all stakeholders were aware of what is available to SME's. It was agreed that key members of the forum will meet to discuss all major work streams across the 4 public partners, which provide procurement opportunities for the coming year. The purpose being to see if we can schedule a series of local events / workshops with the support of SDP. Specialist 1-2-1 support continues to be available to Moray businesses via BG Moray on Tendering for Public Sector Contracts– this is in addition to the online support businesses can access through the Supplier Development Programme.

**Local Marketing Activity Q4**

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 Q4:

- BG Digital Boost webinars
- BG Business start-up & growth webinars
- advice and guidance of good practice and measures businesses should take to help create safe working environments
- Scotland Loves Local Gift Card
- Digital support webinars for Tourism business in collaboration with Visit Scotland
- Youth Employer webinars surrounding the Tourism & Hospitality, Food & Drink and Construction sectors
- North East Scotland Food & Drink Awards
- Net Zero Expert knowledge webinar series
- DigitalBoost Development Grant launch
- Scottish Apprenticeship Week 2022 (7th – 11th March)
- Business Gateway Moray and DYW Moray '3D' event for young people on how to set up your own business.
- Procurement Opportunity for SME's - Outdoor Play Framework - Tender Release
- Scottish Business Women Survey
- Moray Chamber of Commerce Annual Awards 2022
- Blogging for Tourism Webinar

**National Marketing Activity Q4**

'Whatever your business needs' campaign' This campaign launched on TV and radio in Q4 and will run until April 3<sup>rd</sup>. The TV ad features three businesses who have received support from Business Gateway and the ad is also being showcased on socials. Here is a link to the ad on YouTube: <https://youtu.be/7PhJexTgPkg>

**Helping you access the right support – whatever your business needs**

Scotland's business support network is responding to the multitude of challenges facing businesses right now with their new awareness campaign 'Whatever Your Business Needs'.

Business Gateway, Highlands and Islands Enterprise, Scottish Enterprise, South of Scotland Enterprise, all 32 local authorities and Skills Development Scotland are working together to signpost companies to [FindBusinessSupport.gov.scot](https://www.findbusinesssupport.gov.scot) – a single online source where they can find information on all the business support services available across Scotland regardless of location, sector, size or stage of development. [Find Business Support](https://www.findbusinesssupport.gov.scot) is a streamlined, user-centric platform that Scotland's business owners can use to access targeted support to help them realise their goals – whether they're looking to start-up, develop or transform. The platform was designed to help Scottish businesses more easily navigate the busy COVID support landscape from a single online entry point and to find the support they need quickly.

FBS gives everyone an overview of **all** the support offered by public sector organisations across Scotland. Since its launch in late 2019, the website has been used over 1.35m times by those looking for COVID support in particular, and we envisage that this campaign will encourage anyone looking to start up or grow their business to visit the site to access the right support at the right time.

This resource is needed now more than ever, with many companies facing disruption across global, national and local trading environments as well as ever-changing market dynamics and the impact of Brexit, COVID and the climate emergency.

The platform provides a range of support including online resources, webinars and funding information, depending on their individual needs. This includes:

- Advice on how to start-up
- Strategic advice on finding new markets or increasing sales
- Innovation support to identify new products and services
- How to start-up or run a more sustainable business
- Important information on Russian sanctions for businesses in Scotland

Business Gateway Moray has been working with the FBS on-boarding team to ensure along with other local authorities that Moray is now full partner. Information on support, programmes and other schemes from Moray Council have already been uploaded by the BG team and gone live on the FBS site. This is an ongoing process and Moray information will continue to be on boarded and updated as any new support comes on-stream or any support programmes come to an end. We are using the Umbraco CRM system to undertake this work.

## ADDITIONAL LOCAL ACTIVITIES

**Local delivery:** During Q4 we continued to manage and deliver all BG products and services including 1-2-1 start-up and business growth advice using online platforms and F-2-F meetings as appropriate. A hybrid approach to delivering advice will develop as we move through 2022.

**Digital Boost Programme Phase 6 - 2021/22:** Business Gateway Moray procured this service as was agreed at National level and has worked with Tuminds to deliver the programme in 2021/22. As at the end of Q4 we have delivered 4 x 1Hr Surgeries 6 x 1-2-1 (18 Hr) projects offering digital support to Moray businesses. This completes DB Phase 6 with the Moray budget allocation fully committed. Phase 7 is likely to be launched in May 2022 with details of products and area budgets yet to be announced by the SG.

**PACE (Partnership Action for Continuing Employment):** BG Moray is a member of the Moray PACE partnership. **Changes to the PACE Chair from 1/4/2022** – From April 2022 the PACE Chair role will return to local delivery and it has been confirmed that the new chair will be Nina Crocombe. PACE Offer will include Digital Webinars as preferred initial delivery for PACE introduction and workshops. However, the PACE chair will organise most appropriate delivery to meet the needs of the employees. This could involve Digital service delivery, face to face or a combination of both. The helpline will remain to direct customers for support.

**Moray Business Women:** Business Gateway Moray was guest presenter at the Moray Business Women's' inaugural virtual Lunch 'n' Learn event on 1 March 2022. The event was well attended and was followed by a lively Q & A session.

**Moray Growth Deal:** BG attended the Enterprise Hub Board held via Teams on Monday 14 March 2022 chaired by David Paterson, Principal at Moray College UHI. Progress is being made on developing the full business case.

**Moray Climate Assembly:** BG took part in two evening discussion sessions on the 17th and 23rd of March 2022. It is hoped that these events will help inform policymakers of how best to engage with communities and support effective community-led development in the transition to becoming a net-zero nation.

### **Session 1: Visioning Carbon-Neutral Futures for Moray**

**Content:** What if Moray were carbon-neutral? What would our lives look like? What would it mean for the way we get to work, shop, heat our homes, and spend our leisure time? Through visualisation exercises we will start to explore the futures we would like to build together.

### **Session 2: Telling A New Story**

**Content:** Stories are a powerful way of communicating ideas in a relatable way. Work with local storyteller, Margot Henderson, to develop our vision of what carbon-neutral living in Moray might look like into compelling stories about the kinds of communities we would like to live in.

### **DYW/BG event for young Entrepreneurs:**

BG Moray and DYW Moray joined forces to deliver our first 'in person' event in 2 years on 29 March at the AGBC Moray college UHI – the target audience being young entrepreneurs. We covered setting up a new venture and what support is there for young entrepreneurs in Moray. We also heard from 2 local entrepreneurs about highs and lows of their business journey. Both were supported by BG Moray from start-up through growth and development. There were 45 attendees.

## LOOKING FORWARD

**COVID Economic Recovery Fund:** All COVID related funds to support businesses closed on 31 March 2022 and for the most part were delivered by the Council Econ Dev team via the Strategic Framework Business Fund.

A further £80m COVID Economic Recovery Fund was announced by the Scot Govt and letters of offer will be received by Local Authorities shortly. A report on how Moray intends to utilise their share of these funds will be presented to the full council on 6 April 2022 for approval.