

BUSINESS GATEWAY MORAY QUARTERLY ACTIVITY & PERFORMANCE REPORT

April - June 2022



<https://findbusinesssupport.gov.scot/>

Q1 - Performance Statistics

BG MORAY STATS 2022/23	Apr '22	May '22	Jun '22	Q1	Q2	Q3	Q4	Y to D	Yearly Target
Business Start-Ups	20	12	14	46				46	130
Placed-Based Growth Support (BG/HIE)	3	1	3	6				6	20
Total No. of Enquiries	62	70	56	188				188	800
START UP Webinars									
No. of National S/U Webinars	4	2	1	7				7	50
No. of Moray delegates attending	6	12	1	19				19	200
Growth Webinars and Investor Ready sessions									
Days 1-2-1 Specialist Growth Support	0	0	0	0				0	20
No. of National Growth Webinars	0	2	4	6				6	30
No. of (Moray) Delegates	0	2	6	8				8	60
No. of Local Workshops	0	0	0	0				0	5
No. of Delegates attending	0	0	0	0				0	40
1-2-1 Investor Ready Financial Sessions	3	1	3	7				7	20
Digital Boost									
No. of National Webinars	9	9	1	19				19	100
No. of (Moray)Delegates	11	23	2	36				36	220
Local 1-2-1 Projects (18 hrs)	0	0	1	1				1	4
Local 1-2-1 Digital Surgeries (1 hour)	0	0	1	1				1	12
Additional Moray Events									
No. of Additional BG/Partner Events	0	0	1	1				1	10
No. of attendees	0	0	15	15				15	500
Moray Economic Recovery Plan Support									
Brexit 1-2-1 Specialist Support sessions	3	0	0	3				3	N/A
Procurement 1-2-1 Specialist Support sessions	0	0	0	0				0	N/A

BUSINESS START UPS

Q1 saw a healthy number of new business start-ups in Moray who sought support from Business Gateway. A total of 46 have started and registered with HMRC and / or Companies House with 55 FTE jobs being created.

Business type varies across the key sectors including Creative Industries, Food & Drink, Manufacturing, Construction and Tourism. Although retail is still struggling overall, vacant town and village centre properties are being taken by new tenants. The recently launched Covid Economic Recovery Fund being delivered by Economic Development Team and includes:

Town Centre Capital Business Start-up grants

The Capital Business Start-up grants are available in all Moray wide town centres. The town centre definition includes village centre, but excludes industrial sites and out of town retail parks.

The grants are being offered at an intervention rate of 50% up to a maximum of £10,000 to any start-up business wishing to set up a permanent base in any town centre in Moray. Grants can only be used for capital purchases and/or physical works to the property. This fund was set up to encourage new businesses to village and town centres and increase visitor footfall overall. This fund runs until March 2023.

Eligibility information and applications forms can be found on the Moray Council website here:

http://www.moray.gov.uk/moray_standard/page_141550.html

Types/location of start-ups this quarter:

Type of Business	Location
Health & Safety Consultancy	Elgin
Solicitor	Elgin
Hair Stylist	Elgin
Coffee Van	Elgin
Wellbeing Therapies	Findhorn
Graphic Design	Keith
Clock repairs Service	Lhanbryde
Wellbeing support	Duffus
Dog Grooming	Elgin
Contract Cleaners	Elgin
Beauty Salon	Elgin
Electrician	Elgin
Cocktail Bar	Elgin
Fast Food Van	Elgin
Professional Dog Training	Buckie
Bread Production	Dufftown
Therapy Services	Findhorn
Heating Engineer	Dallas
First Aid Training	Elgin
Children's Farm Experience	Brodie
Wholesale Bakery/ Café	Lossiemouth
PT	Keith
Online Shop selling Yarns	Forres
Memory Bears	Forres
Florist	Buckie
Bike Repair Studio	Forres
Sports Therapy	Buckie
Photographer	Elgin
Takeaway Coffee Cart	Lossiemouth
Bike retail & repair	Elgin
Fishery, Bothy & Tearoom	Buckie
Holiday Let	Fochabers
Teaching English as a second language	Forres
Drone Photography & Services	Keith

Bookkeeping Services	Elgin
Online Crystals Shop	Lossiemouth
Painter & Decorator	Lhanbryde
Beauty Services	Forres
Events Management	Lossiemouth
Hair and Nails Service	Lossiemouth
Dog walking / Sitting	Fochabers
Takeaway	Elgin
Online Lingerie Shop	Elgin
Complimentary Therapies	Elgin
Cleaning	Lossiemouth
Ceramics/ Pottery	Rothiemay

Business Gateway also delivered a number of start-up business skills webinars in Q1

These included topics such as:

The Essentials of Bookkeeping
How to Start a Business – the basics
Writing a business plan
Successfully starting a business
Marketing for business

BUSINESS GROWTH SUPPORT

55 established businesses sought support from BG to grow innovate or diversify and a number of business purchases have taken place during this quarter. 7 received Investor Readiness intensive support to help them develop and realise their ambitious plans whilst creating /retaining 34 jobs. These included those in key sectors such as Creative Industries Tourism and Digital Services.

The recently launched Covid Economic Recovery Fund is being delivered by Economic Development Team at the Council and these funds include **Town Centre Capital Business Improvements grants**

These grants are available to Moray wide town centre businesses for internal and external capital works to their premises to create a COVID safe environment and improve the attractiveness of the business to encourage people to shop local and to create greater footfall. The town centre definition includes village centre, but excludes industrial sites and out of town retail parks. The grants are being offered at an intervention rate of 75% up to a maximum of £15,000.

A number of applications are currently being processed with external and internal works being carried out to help improve overall appearance and health and safety aspects of businesses.

A number of business growth webinars were also delivered

These include topics such as:

How to generate and Increase sales
Build your brand
Build a customer focussed business
Recruiting Managing and retaining staff
Developing a growth plan

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:

- Moray Pathways Market Place Event
- BG core Start-up and growth business skills webinars
- Re-launch of Find Business support Portal
- Digital Boost webinars
- Covid Economic Recovery funds Launch in Moray
- Net Zero Scotland Event online
- Highlands & Islands Food & Drink Awards
- Mental Health Awareness Week
- Scottish Business Support Survey
- Electric Vehicle Charge Point Tourism Recovery Fund
- Food for Moray Procurement Event
- Visit MoraySpeyside Tourism Conference
- The Highlands and Islands Productivity Club
- Level-Up Creative Fund Launch

National Marketing Activity Q1

'Whatever your business needs' campaign This campaign launched on TV and radio in Q4 and will run until April 3rd. 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>

This was a successful campaign in terms increased numbers of enquiries via the BG website in Q1

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 initially 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.

The FBS platform has been developed further to give 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.

DIGITAL BOOST / BG LEARNING ZONE

Digital Boost Programme Phase 7 - 2022/23:

The LA allocations across Scotland from Scot Govt have been reviewed and the total sum to be allocated to Moray for Phase 7 has been revised upwards. The revised total allocation to Moray for Phase 7 is £7494.00

This will enable us to deliver: 4 x 18 Hr Projects and 12 x 1 Hr Surgery Digital sessions to Moray Businesses

We've subsequently reviewed and refreshed the titles/content of digital webinars from last year, and have added some new titles to the programme, including:

DB

- TikTok & Instagram Reels for business
- e-Commerce with Shopify
- Blogging for business
- Making digital content accessible
- Upgrade your business marketing with a CRM system

BG Learning Zone (New)

- Learning Zone: How to run a more efficient business
- Learning Zone: Managing risk – How to prepare for the unexpected
- Learning Zone: How to grow your team
- Learning Zone: Successfully starting a business

These new 'Learning Zone's' will take a different format to the regular national webinars. They will be 1 hour in length, starting with a 15-minute talk from the trainer, followed by 45 minutes of discussion/Q&A. We have designed a promotional graphic for each webinar and each weekly programme, and we'll continue to market these new titles/dates live across our social platforms.

ADDITIONAL LOCAL ACTIVITIES / LOOKING AHEAD

PACE (*Partnership Action for Continuing Employment*): BG Moray is a member of the Moray PACE partnership. In April 2022 the PACE Chair role returned to local delivery and Nina Crocombe is the new Chair. The helpline will remain to direct customers for support.

Food & Drink Procurement Event - Food for Moray. This event which took place in Elgin Town Hall on 7 June was aimed at butchers, bakeries and fruit & veg vendors to encourage their engagement in the Councils up and coming tenders for these areas. BG Team was there to support any businesses seeking to find out more about how the tendering process (PCS/PCST) works and also offering business advice in general. 18 business attended.

POP-UP Shop Scheme: This scheme has been running successfully in Buckie over the past 3 months. 2 buildings in Elgin have been identified as suitable to enable potential new venture to test their business viability and test the market locally – this is likely to start in Q2. These are the former TSi building on the High street and the current Business Gateway office at 17 High Street. The plan is for BG to give access to potential businesses seeking premises to test the market and then seek suitable premises from which to trade.

These 'residencies' will be for 6 weeks at a time on a revolving basis through until Dec 2022 as approved by Council. It is hoped that this will help transform empty buildings on many High streets in Moray and also increase footfall to help keep existing businesses trading successfully

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

Meet the Buyer North
Wednesday 7 September 2022
10.00am-4:00pm
In-person Event at UHI Moray (AGBC) Elgin

The Supplier Development Programme will hold the 5th Annual Meet the Buyer North as an in-person, face-to-face event on Wednesday, 7 September 2022 in Elgin, with headline partner: the Scottish Government. Focusing on one-to-one in-person networking, Meet the Buyer North 2022 will allow businesses to connect with "real" buyers from right across the public sector, as well as private contractors with supply chain opportunities and business support providers, all under one roof.

Focus on Face-to-Face Networking This free event affords suppliers that wish to do business in the North of Scotland, including the Highlands and Islands, unprecedented access to buyers and decision makers from across the public and private sectors, with the opportunity to raise your profile as a business and prepare for upcoming contract opportunities. Businesses will be able to meet procurement teams from local councils, alongside other public and private sector buying organisations, with additional exhibitors still being confirmed.

Hybrid Agenda There will be a hybrid option for remote suppliers to participate in the main agenda, speakers and presentations at the in-person event are planned to be broadcast on Microsoft Teams by UHI Moray. However, there will not be a fully virtual event platform for exhibitions as has been part of past two virtual Meet the Buyer North events, held during the pandemic. There may be an opportunity for suppliers to connect with SDP membership organisations on Microsoft Teams, but this is still to be confirmed.

Link for more information or to register for the event: [Meet the Buyer North Event 2022](#)