

**BUSINESS GATEWAY MORAY  
QUARTERLY ACTIVITY  
&  
PERFORMANCE REPORT**

**1 October – 31 December 2022**



This quarter saw a significant change in the Business Gateway Moray service due to the retirement of Craig Robertson who has been with the organisation from its inception in 2009. This resulted in only one team member remaining which is reflected in the reduced number of enquiries and start-ups recorded this quarter.

The general feeling is that most businesses are trading to survive and are not considering growth until they are sure of a more secure future financially, the uncertainty of energy costs being uppermost in their minds.

### Q3 PERFORMANCE STATISTICS

BG MORAY STATS 2022/23	Oct-22	Nov-22	Dec-22	Q1	Q2	Q3	Q4	Y to D	Yearly Target
Business Start-Ups	3	7	6	46	29	16		91	130
Placed-Based Growth Support (BG/HIE)	0	0	0	7	6	0		13	20
Total No. of Enquiries	46	42	24	188	225	112		525	800
<b>Start-Up Webinars</b>									
No. of National S/U Webinars	4	7	1	7	9	12		28	50
No. of Moray delegates attending	4	10	1	19	12	15		46	200
<b>Growth Webinars and Investor Ready Sessions</b>									
Days 1-2-1 Specialist Growth Support	0	0	0	0	4	0		4	20
No. of National Growth Webinars	3	8	2	6	4	13		23	30
No. of (Moray) Delegates	8	22	5	8	4	35		47	60
No. of Local Workshops	0	0	0	0	0	0		0	5
No. of Delegates attending	0	0	0	0	0	0		0	40
1-2-1 Investor Ready Financial Sessions	0	0	0	7	6	0		13	20
<b>Digital Boost</b>									
No. of National Webinars	9	9	4	19	33	22		74	100
No. of (Moray) Delegates	15	15	4	36	42	34		112	220
Local 1-2-1 Projects (18 hrs)	1	0	0	1	1	1		3	4
Local 1-2-1 Digital Surgeries (1 hour)	0	0	0	1	5	0		6	12
<b>Additional Moray Events</b>									
No. of Additional BG/Partner Events	0	1	0	1	1	1		3	10
No. of attendees	0	29	0	15	693	29		737	500
<b>Moray Economic Recovery Plan Support</b>									
Brexit 1-2-1 Specialist Support sessions	1	0	0.5	3	1.5	0		4.5	N/A
Procurement 1-2-1 Specialist Support sessions	0	0	0	0	0	0		0	N/A

### BUSINESS START-UPS

Enquiries are lower this quarter for reasons mentioned but also due to the festive period. However there were still 16 recorded start-ups resulting in 21 FTE jobs created. The type of business and location are noted below showing the range of sectors represented.

Type of Business	Location	Type of Business	Location
Candlemaker	Lossiemouth	Counselling	Buckie
Maths Tutor	Elgin	Florist	Keith
Complimentary Therapies	Elgin	Coffee Shop	Hopeman
Personal Trainer	Forres	Elderly Care	Elgin
Beauty	Elgin	Honey & Wax Products	Huntly
Gift Shop	Lossiemouth	Personalised Designs	Elgin
Marketing	Dufftown	Gardening	Lossiemouth
Landscaping	Kintessack	Virtual Assistant	Elgin

The lack of childcare provision has been highlighted as a major issue in Moray and there have been various attempts to address this. Moray College UHI ran a childcare programme to encourage individuals to become childminders at home. Business Gateway were involved with providing the business advice to individuals as part of this programme. Unfortunately the uptake was not as high as hoped but we will continue to support this type of programme whenever possible.

On this note, Business Gateway ran a pilot programme of webinars and 1-2-1 sessions with nurseries and childminders at the request of the Scottish Government. The webinars covered our core programme but were specifically targeted at this sector. The 1-2-1 sessions were designed to gather further intelligence on any perceived gaps in provision and if further support was required they were referred to the local BG offices.

The findings were that the sector is under immediate pressure ranging from recruitment through to financial sustainability and has seen a drop of approximately 30% of those coming into the sector.

The Government have asked for the pilot to be repeated and this will now run until the end of March 23.

Business Gateway continued to provide start-up webinars on core subjects but slightly reduced in number in December due to less demand at this time of year.

## EXISTING BUSINESSES & GROWTH SUPPORT

A number of businesses have been supported with their plans for growth, mainly in the food & drink and creative sectors. These were typically micro-businesses looking to increase their customer base and take their businesses to the next stage.

Business Gateway ran a series of webinars targeted at the tourism sector which were well received. 57 attendees were recorded for the 8 specific webinars held and topics included:

- Make your website work for your customers – best practice in user experience
- Make Instagram work for you
- Turn your customer reviews into increased customers
- Use analytics to evaluate your digital platforms and get customers
- Blogging for Tourism businesses
- Search Engine Optimisation

We continued to provide growth webinars on core subjects including topics such as:

- Build an effective strategy to grow your business
- Build your brand and promotional graphics
- Build a customer focused business
- Become a CPD-certified Green Champion

## LOCAL MARKETING & PR

The BG Moray Facebook page continues to be an important tool for sharing information on our webinars, support available and local events.

This quarter has included posts relating to:

- Core Start-up and Growth webinars
- Scottish Business Week
- Tourism businesses webinars
- Meet the Buyer event for the Moray West Offshore Wind Farm
- Small Business Saturday (3<sup>rd</sup> December)

Other local marketing undertaken and assisted by the BG National team included adverts on MFR and KCR radio plus physical ones on local buses.

## NATIONAL MARKETING CAMPAIGNS

BG National continued the campaign *Whatever your Business Needs* similar to the one run in May and features Business Gateway clients. The aim is to raise awareness of how Business Gateway can help, including 1-2-1 support, access to webinars & events and online resources in a time when it is particularly hard for businesses. This ran from late October until the end of November.

Scottish Business Week ran from 3<sup>rd</sup>-7<sup>th</sup> October with the theme *Building Resilient and Efficient Businesses*. This was in partnership with other agencies including HIE and Skills Development Scotland and was sponsored by The British Business Bank.

It included keynote speakers, panel webinars, masterclasses, networking and wellbeing yoga sessions.

Recordings from the week can be found on the Business Gateway YouTube Channel.

<https://www.youtube.com/c/bgatewayScotland>

## DIGITALBOOST

The specialist advice available via DigitalBoost has now seen 2 completed projects with another one started. This allows up to 21 hours of specialist advice on a particular digital topic to be received by a local business. The latest project involves connecting all the social media platforms with a website and emails to enhance the customer experience and ensure efficiency with orders and record keeping.

We also continue to offer 1 hour specialist advice sessions and have now completed 6 this year.

The DigitalBoost webinars remain popular and this quarter included the core topics plus:

- Get impact & engagement with social media analytics
- TikTok and Instagram Reels for business
- Online Sales: Improve, develop & make more money
- Making digital content accessible

The Digital Boost team also posted a series of digital hints and tips in their social media campaign *The 12 tips of Christmas* which ran from the 14<sup>th</sup> -23<sup>rd</sup> December and was based on an advent calendar with links to advice and support available to keep your business merry!

## ADDITIONAL LOCAL ACTIVITIES

### POP-UP SHOP SCHEME

The pop-up shop in Buckie failed to attract further occupants this quarter which brought the scheme in this area to a close. However the Business Gateway office was occupied by 2 businesses in November and December allowing them to test the viability of taking on premises. Both had successful residencies and the scheme has been extended by a month to allow a third business to test the market locally in January.

Following this the scheme will end and the Business Gateway office will reopen to clients as there is a great demand for the return to face to face advice to be provided.

### SCOTLAND LOVES LOCAL – MORAY GIFT CARD

The Moray Gift Card has been given a new lease of life following the appointment of a new Development Officer. Over 170 local businesses were signed up to accept the Moray Gift Card by the end of December with some becoming collection points for the *Load this Card* option.

Sales for the period Oct-Dec 2022 totalled £79,559 with over £13,000 of local spending redeemed in December alone.

For up to date information see the Moray Gift Card Facebook page: <https://www.facebook.com/MorayGiftCard>