

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

1 January – 31 March 2023



Q4 PERFORMANCE STATISTICS

BG MORAY STATS 2022/23	Jan 23	Feb 23	Mar 23
Business Start-Ups	5	5	6
Placed-Based Growth Support (BG/HIE)	0	0	0
Total No. of Enquiries	59	58	67
Start-Up Webinars			
No. of National S/U Webinars	2	3	4
No. of Moray delegates attending	2	4	7
Growth Webinars and Investor Ready Sessions			
Days 1-2-1 Specialist Growth Support	0	0	3
No. of National Growth Webinars	3	6	4
No. of (Moray) Delegates	5	9	9
No. of Local Workshops	0	0	0
No. of Delegates attending	0	0	0
1-2-1 Investor Ready Financial Sessions	0	1	0
Digital Boost			
No. of National Webinars	13	14	10
No. of (Moray) Delegates	21	20	12
Local 1-2-1 Projects (18 hrs)	0	1	0
Local 1-2-1 Digital Surgeries (1 hour)	0	0	0
Additional Moray Events			
No. of Additional BG/Partner Events	0	0	0
No. of attendees	0	0	0
Moray Economic Recovery Plan Support			
Brexit 1-2-1 Specialist Support sessions	0	0	0
Procurement 1-2-1 Specialist Support sessions	0	0	0

Q1	Q2	Q3	Q4
46	29	16	16
7	6	0	0
188	225	112	184
7	9	12	9
19	12	15	13
0	4	0	3
6	4	13	13
8	4	35	23
0	0	0	0
0	0	0	0
7	6	1	1
19	33	22	37
36	42	34	53
1	1	1	1
1	5	0	0
1	1	1	0
15	693	29	0
3	1.5	0	0
0	0	0	0

Y to D	Yearly Target
107	130
13	20
709	800
37	50
59	200
7	20
36	30
70	60
0	5
0	40
15	20
111	100
165	220
4	4
6	12
3	10
737	500
4.5	N/A
0	N/A

BUSINESS START-UPS

This quarter saw the reintroduction of face to face meetings with clients, particularly in March when the Business Gateway office re-opened following the completion of the pop-up shop scheme, reflected in the increase in enquiry numbers. A further 16 start-ups were recorded resulting in 18.5 FTE jobs created. The type of business and location are noted below showing the range of sectors represented.

Support for new childminding businesses continued with free webinars on topics including:

- Bookkeeping and Cashflow
- Canva
- Build Your Own Website

Type of Business	Location	Type of Business	Location
Swim School	Forres	Outdoor Cleaning	Rothies
Beauty	Elgin	Wedding & Event Venue	Duffus
Roofing	Lossiemouth	Outdoor Equipment Retail	Elgin
Maternity Therapy	Fochabers	Men's Clothing Retail	Logie
Mobile Food	Buckie	First Aid Training	Burghead
Plumbing & Heating	Lhanbryde	Sports Therapy	Elgin
Nutritionist	Elgin	Dog Grooming	Lossiemouth
Beauty & Microblading	Lossiemouth	Massage Therapy	Findhorn

EXISTING BUSINESSES & GROWTH SUPPORT

Business Gateway continued to support the tourism sector with 6 targeted webinars this quarter attracting 14 attendees. Topics included:

- Digital fundamentals for tourism businesses
- Tourism businesses: make TikTok work for you
- Blogging for Tourism businesses
- Search Engine Optimisation

One to one support relating to procurement and licencing was provided to local businesses via the Business Gateway Moray specialist advice service. The contract for this provision has now ended and is currently going through the procurement process for the next two year contract.

LOCAL MARKETING & PR

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

This quarter has included posts relating to:

- Core Start-up and Growth webinars
- Planning to Start
- Women in Business
- Federation of Small Business Big Survey
- Moray Council tender opportunities including Building Repairs and Maintenance Framework
- Moray Council Commercial Property Survey – Business Needs Study

NATIONAL MARKETING CAMPAIGNS

A national campaign was launched mid-January and ran until the end of February. It focussed on using case studies to promote our service offering, showcasing their journeys to starting successful businesses with the support of Business Gateway.

Business Gateway ran webinars and related content to reflect Cyber Scotland Week from 27th February – 5th March and Scottish Apprenticeships Week in early March.

DIGITALBOOST

The specialist advice available via DigitalBoost has now completed 4 projects each delivering 21 hours of specific digital support to local businesses. This is in addition to the 6 one hour specialist advice sessions delivered during the course of the year.

Attendees for the free Digital Boost webinars were at their highest number this quarter and covered many digital topics including:

- How Artificial Intelligence (AI) can help your business marketing
- Google Analytics – Understand how your website performs
- The basics of trading on eBay, Etsy and Amazon Marketplaces
- Blogging for business

Sadly the future of the Digital Boost service and in particular the specialist advice is in doubt as the Scottish Government are delaying a decision on future funding.

ADDITIONAL LOCAL ACTIVITIES

POP-UP SHOP SCHEME

As part of the Economic Recovery Action Plan, Moray Council allocated £50,000 to set up and develop a pop-up shop scheme. Expression of Interest forms were submitted by 38 new or existing businesses and 84 enquiries were received from those interested in learning more about the scheme. Three pop-up shops launched in Moray and six businesses took part in the scheme, with the aim of bringing vacant properties back into use and increase footfall in the town centres. In May 2022 one of the properties in Buckie secured a tenant and withdrew from the scheme.

The Business Gateway premises on Elgin High Street was temporarily repurposed as a pop-up shop in October 2022. Three businesses occupied the building until the scheme ended in January 2023, two Photographers and a Life Coach and Story Teller, all of which proved popular with local families.

The scheme has now completed and the Business Gateway office has reopened to welcome walk-in and face to face clients following an increased demand for this style of service.

SCOTLAND LOVES LOCAL – MORAY GIFT CARD

The Moray Gift Card continues to be a success due to the extensive efforts put in by the Development Officer. 198 local businesses were signed up to accept the Moray Gift Card by the end of March with an increase of corporate sales.

Sales for Quarter 4 totalled £10,836 with over £29,000 of local spend redeemed.

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