

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

1 July – 30 September 2023

Quarter 2

This quarter was another busy one for Business Gateway Moray reflected in the increased number of enquiries, collaborations and the launch of new projects.

Q2 PERFORMANCE STATISTICS									
BG MORAY STATS 2023/24	July 23	Aug 23	Sept 23	Q1	Q2	Q3	Q4	Y to D	Target
Business Start-Ups	10	9	9	20	28			48	130
Total No. of Enquiries	43	61	51	132	155			287	800
Workshops / Webinars									
No. of National S/U Webinars	3	2	4	18	9			27	50
No. of Moray delegates	3	3	5	6	11			17	200
No. of National Growth Webinars	2	3	3	32	8			40	30
No. of Moray Delegates	3	3	3	12	9			21	60
No. of National Digital Boost Webinars	10	10	8	58	28			86	100
No. of Moray Delegates	24	15	11	25	50			75	220
Specialist Advice									
Days 1-2-1 Specialist Growth Support	0	0	1	1	1			2	20
Events									
No. of Local BG Workshops/Events	0	0	2	0	2			2	5
No. of Delegates attending	0	0	10	0	10			10	40
No. of Additional Partner Events	2	0	1	12	3			15	10
No. of attendees	40	0	400	1587	440			2027	500
Moray Economic Recovery Plan									
Procurement 1-2-1 Specialist Support	9	0	0	0	9			9	N/A

BUSINESS START-UPS

28 start-ups were recorded resulting in 36 FTE jobs created. A sample of the type of business and locations are noted below indicating the range of sectors represented.

A presentation providing guidance on becoming self-employed was delivered to a small group in the final stages of a training programme to become registered childminders, run in collaboration with Moray Council and UHI Moray.

The Prince's Trust has relaunched its Enterprise Programme to provide support to young people aged 18-30 who are looking to start a business. Previously the programme was only open to disadvantaged young people and the nearest workshops they could access were held in Aberdeen or Dundee resulting in little uptake from Moray. However the new programme is delivered online and the criteria removed to allow the support to be available to any young person. Following the completion of the workshops the young person is allocated a mentor and has opportunity to apply for grant and loan funding when available.

Historically Business Gateway Moray partnered closely with the Prince's Trust to provide support to a great number of young entrepreneurs and this new development is most welcome. This quarter there were 7 referrals to the Prince's Trust with 2 of them going on to start their businesses and are included below.

Type of Business	Location	Type of Business	Location
Chip Shop	Hopeman	Whisky Tasting Classes	Elgin
Coffee Shop	Forres	Mobile Car Valet	Elgin
Sensory Play Café	Forres	Online Gifts	Buckie
Automotive Training	Forres	Virtual PA	Forres
Personal Trainer & Yoga	Dufftown	Flooring & Furniture	Lossiemouth
Equine Shop	Aberlour	Signs & Graphics	Elgin
Artist	Forres	Bakery	Findhorn
3D Castings	Forres	Rehabilitation Gym	Elgin
Dog Grooming	Kinloss	Online Watch Reviews & Sales	Elgin

EXISTING BUSINESSES & GROWTH SUPPORT

Funded by the UK Shared Prosperity Fund, the Business Gateway Moray Growth Programme commenced on 13th September. The cohort represents a variety of sectors including management consultancy, health & wellbeing, training, retail, aesthetics and third sector. Attendees were asked to commit to the full programme and 6 businesses signed up.

The programme will run over 10 weeks and is being delivered via a mix of online and in-person sessions.

The initial September sessions included:

- Introduction to Business Canvas
- Financially Managing Growth
- Marketing Your Business

Specialist advice delivered this quarter included support with protecting intellectual property and in-depth guidance on the procurement process to ensure the local organisations were compliant with procedures required by the external funding they had been offered.

LOCAL EVENTS, MARKETING & PR

The BG Moray Facebook page continues to highlight a mix of national and local information.

This quarter has included posts relating to:

- Core Start-up and Growth webinars
- Planning to Start
- Business Gateway Information and Research Service
- Local procurement opportunities
- Moray Council's Trusted Trader Scheme
- Local networking and information events
- Business Gateway Moray Growth Programme

NATIONAL MARKETING CAMPAIGNS

A national marketing campaign commenced for 6 week period from 4th September focussing on the existing business audience. Case studies were utilised in online and offline media including radio, social channels, digital display ads and the press.

A series of free Digital Support webinars for tourism businesses in collaboration with Visit Scotland were also hosted by the Business Gateway National Team.

DIGITAL SUPPORT

Although the complete DigitalBoost programme is no longer available Business Gateway National continue to provide webinars under the DigitalBoost banner. This is now part of the core product from the national team and the DigitalBoost branding will gradually be retired.

Webinars this quarter included:

- Facebook for Business
- How Artificial Intelligence (AI) can help your business marketing – DigitalBoost
- TikTok and Instagram Reels for Business

SCOTLAND LOVES LOCAL – MORAY GIFT CARD

The one year contract for the Development Officer post for the Moray Gift Card came to an end in August and the Business Gateway Moray team have taken over the administration of this project.

By the end of this quarter an additional 30 businesses had signed up with the total now sitting at 268 accepting the cards. Sales for the quarter totalled £4,727 with over £9,500 of local spend redeemed.

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

PARTNER EVENTS

In July Business Gateway Moray partnered with tsiMORAY and Just Enterprise to host a Social Enterprise information event held in the Inkwel, Elgin. There were a number of stand holders present including funders and support agencies for this drop-in event.

Moray Council are in the process of tendering for First Aid Training provision and an engagement event was organised to liaise with potential organisations to ensure the tender was fit for purpose and allow as many local providers to be included as possible. We attended this event to provide business advice and offer specialist procurement support to the businesses should they need it.

The team attended a number of other partner events including DYW presentations on Employment Law and Flexible & Fair Work Practices and the DWP Jobs Fair. The Meet the Buyer North event organised by the Supplier Development Programme was held in Aberdeen this year and the team attended to ensure we are up to date with procurement opportunities and training available.

We were delighted to be offered the opportunity by Business Gateway National to host a table at the Moray Chamber of Commerce Annual Dinner, the main networking event of the year in Moray. Our invited guests represented the tourism, food and drink, professional and business support sectors.

Following the Town Centre Summit hosted by Moray Chamber of Commerce the Town Centre Task Force was formed and we attend the regular meetings held by this group. Members also include representatives from Moray Council, Moray Chamber of Commerce and the main Moray towns of Aberlour, Buckie, Dufftown, Keith, Lossiemouth and Forres with a remit of regeneration of town centres.