

### **Proposed use of returned LGAP ERDF funds**

#### **Moray Accelerator Programme (in collaboration with HIE)**

The ambitious Moray Economic Strategy 2019 – 2029 seeks to deliver business growth in small and medium-sized businesses employing more than 10 people. By developing a long-term programme of business acceleration activities, this will support young and small enterprises to focus rigorously on their growth in the UK and in international markets thus enabling the achievement of the desired outcomes of the strategy. It will also help to address that in Moray business birth and growth rates are poorer than in comparable regions. The proposed programme is also preparing the ground for creating further support in this area, which is anticipated to come through the Moray Growth Deal proposal.

It's building on the success of the HIE led pilot programme in 2019 and is in line with what other areas such as Aberdeen/shire and Dundee have delivered over recent years. The course will cover different entrepreneurial themes over 12 weeks from business models and goal setting, identifying new market opportunities to intellectual property, scaling up, growth and leadership.

There will be a focus on building capability of SMEs to secure higher value contracts (public and commercial) and encourage supply chain development. Collaboration, routes to international markets and opportunities to create employment opportunities and upskill their present workforce will also be key components of the accelerator. The content of the accelerator will be formally developed, to include topics such as:

- Strategy and Planning
- Leadership and Management
- Market and Internationalisation
- Sales and Marketing
- Innovation
- Operations and Productivity
- Staff Profile and Development
- Financial Review and Development

Estimated total cost: £24,000 split between HIE £15,200 (subject to confirmation) and £8,800 from LGAP returned funds

#### **Business Growth Workshops & Masterclasses:**

These will be delivered through Business Development Framework procured by Moray Business Gateway. Demand has indicated that the following topics will be delivered through full and half day sessions to businesses with aspirations to grow.

*Topics will include but not be limited to the following:*

- Branding and Marketing
- The Perfect Pitch

- Business efficiency
- Financing growth
- Strategies for Growth
- Developing and Managing Staff

Estimated cost: £5,000

### **Additional Specialist Advice**

1-3 days advice available to businesses demonstrating significant growth potential who need help with specific issues relating to growth plans particularly but not exclusively:

- Supply Chain Opportunities
- Accessing International Markets
- Protecting Intellectual Property
- Sector specific advice – i.e. Food & Drink (including agriculture & fisheries)
- Creative Industries (including digital)
- Sustainable Tourism.
- Energy (including renewables)
- Life Sciences

Estimated cost: £8,800

### **Moray Business Showcase – May 2020**

Over the last 5 years Business Gateway along with stakeholder partners have delivered Moray Business Week, usually in November each year. A number of factors including partner resource and business availability has resulted in a re-think of our approach. In early 2019 we agreed with partners that Moray Business Week would not run in 2019 but that we would look at an idea for a 'spotlight', 'expo', 'showcase' style event for the region instead, to celebrate Moray businesses and what they have to offer to the wider Scottish and UK marketplace.

These partners have had experience of similar events in other regions and are satisfied that an event such as this would benefit Moray businesses. There has also been interest from businesses out with our region, keen to develop their presence within Moray.

A number of Partner meetings have led to a proposal of an event as follows:

- Moray Business Showcase Thursday 21<sup>st</sup> May 2020 - 10am – 4pm
- 70+ businesses exhibiting at the Moray Sports Centre, Elgin, Moray

Estimated cost: £5000