



# Annual Review 2016/17

# Contents

- 3 The year in numbers
- 4 National Performance
- 8 Local Services
- 10 DigitalBoost
- 12 Client Feedback
- 15 Business Gateway and Scottish Edge

1	2	
3	4	5
6		

- 1. Silk Blooms | East Dunbartonshire
- 2. The Little Herb Farm | Fife
- 3. Mademoiselle Macaron | Edinburgh
- 4. William A MacKay – Luthier | Highlands
- 5. Ground Level Up | Stirling
- 6. Helson and Jackets Technology | Dumfries and Galloway

# The year in numbers

10,629

new business starts helped,  
creating over 11,000 jobs

49%

of new business starts  
were led by women

58,860

enquiries received from clients

82%

of client expectations were  
exceeded by BG

3,551

workshops attracting  
**31,903** attendees

85%

of clients would definitely/probably  
recommend Business Gateway

92,400

businesses helped to start trading  
in last nine years

33,237

clients engaged with the Business  
Gateway service for the first time

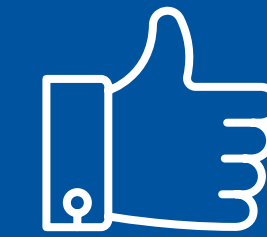
685,860

visitors to the BG website with  
**2,629,017** pages viewed



86%

Stated BG support would  
provide significant benefit  
to their business



94%

of attendees rated workshops  
and events good/very good



12,669

local products and  
services delivered

# National Performance



Hugh Lightbody  
Chief Officer Business Gateway National Unit

The demand for advice and information from Business Gateway by businesses and people starting a business in Scotland continues to increase.

The year to March 2017, has been a year of record performance in a number of areas with sustained high levels of customer satisfaction for the services provided.

We achieved record numbers

33,237

people engaged with the service for the first time - up by **26%** on the previous record

58,860

enquiries from businesses in Scotland - up slightly from the previous year

685,860

visitors viewed over **2.6 million** pages of information increases of **13%** and **14%** respectively

3,551

workshops attracted **31,903** attendees - an increase of some **30%** on the previous record

# National Performance

The service helped a total of **10,629** new businesses to start trading during the year. Of these, **8,983** were supported directly by a local Business Gateway office to whom they provided evidence that they had started trading. Research indicates that a further **1,646** started trading after they received support from a local office, accessed information and advice from the Business Gateway Enquiry Service or downloaded templates, guides, or market information from the Business Gateway website.

This figure is an accurate representation of those supported that can be evidenced as having started trading.

It is however likely to be an understatement of the total figure as some clients have not responded to requests for evidence or confirmation and others used the extensive resources on [www.bgateway.com](http://www.bgateway.com) to self-serve without providing further information.

Of the **8,983 new start-up businesses** that received direct support **49% were women-led businesses**. This is significantly above the estimated proportion of UK and Scottish women led SMEs. In the UK<sup>1</sup> as a whole, **21%** of SMEs are led by women; the equivalent figure in Scotland<sup>2</sup> is **20%**.

<sup>1</sup> Department for Business Innovation & Skills, BIS Research Paper Number 290: Longitudinal Small Business Survey Year 1 (2015): Businesses with no employees, page 18

<sup>2</sup> Small Business Survey Scotland 2015, page 3



# 10,629

New businesses were helped to start trading during the year



# 8,983

Businesses started trading after they received support from a local office



# 49%

Of new business starts were led by women

---

The service also supports a portfolio of clients who are looking to significantly grow their business, whether through taking on new employees, increasing their sales, or entering new international markets. There are currently over **5,000** businesses in this growth portfolio that receive support from a Business Gateway Growth Adviser and are able to access some additional support from the Enterprise Agencies. In 2016/17, a total of **2,648** new referrals were approved into the growth portfolio.

Overall, the service continues to perform very strongly. Demand for a place at one of the free business events continues to be high and over the last year saw a record number of **31,903\*** people attend one of **3,551** workshops.

These workshops are really appreciated by participants with **94%** rating the trainer/facilitator's knowledge of the subject as good/very good and overall **94%** of participants were satisfied/very satisfied with the workshop they attended.

The way in which clients seek to access our services continues to change, with increasing use of digital channels. This is likely to be a reflection of the strong shift to digital amongst younger clients, along with increasing levels of expectation that services will be available online generally. Google is the primary route for our clients finding advisers, information and services.

As well as increasing numbers of visitors to the website, **42%** of all enquiries we received were through a digital channel and people downloaded almost **25,000** items from the site, including business plan templates, guides and market insight reports to help them develop their business. There was also an increase of **24,764** people subscribing to our bi-monthly e-zine.

\* It should be noted that the workshop and attendee figures include DigitalBoost



“We have been completely blown away by the support we have received from Business Gateway in Dundee. Since I first sat down with our adviser Michelle and told her my idea she was my guide throughout the business plan development as well as assisting us with grant funding applications. I meet with her almost weekly to discuss the business which is shaping the development and successful outcome of Iron Ocean.”

**Simon Lamont**

Owner  
Iron Ocean

Existing business owners can access tailored information and advice from their local office to help them run their business. As well as adviser support, they are able to access local products designed and delivered to address specific issues in individual local authority areas.

This recognises that each region of Scotland has its own distinct economic dynamics and challenges and a better, more appropriate service geared towards the requirements of the business and the client’s objectives can be delivered through their local office.

In 2016/17, **12,669** local products were delivered to businesses, an increase of **37%** on the previous year.

During the year, we continued to increase marketing resources and budget to drive visits to the local pages on the website and calls to local offices.

Although the number of calls made to local offices, declined slightly from the previous year to just under **34,000**, the number of visits to the local pages and the number of local pages viewed continued to increase, again highlighting the shift to online resources. Over the three-year period, the number of visitors to the local pages have increased by **50%** and the number of pageviews by **60%**.

	2014/15	2015/16	2016/17
Visits to local web pages	114,192	153,312	171,104
Page views on local sites	293,239	422,176	470,310



# Local Services

---

The services provided by the local offices and the support provided by advisers are highly valued by clients. Respondents to our Quality Assurance programme rated the following services provided by the local office as quite/very useful:

- business information – **97%**
- market research reports – **92%**
- appointment with an adviser – **94%**

Overall satisfaction with contact with local offices rated highly, with those attending in person rating it highest; **93%** visiting in person were satisfied/very satisfied with the services they received.

The equivalent figures for those telephoning or emailing the office were **85%** and **79%** respectively. We are currently working to address and improve the satisfaction ratings for email.

Clients who had one-to-one meetings with an adviser also rated the experience highly, with many aspects being rated good/very good – in particular, the adviser’s understanding of client’s business needs.

---

# 94%

of clients felt that their adviser was understanding of their needs

---

# 93%

of clients felt that their adviser was understanding of their business issues

---

# 91%

of clients were provided with relevant information and advice

# DigitalBoost

---

In addition to adapting the Business Gateway services to meet increased client demands for digital support, the service has been a key delivery partner in the DigitalBoost programme. The objective of DigitalBoost is to provide businesses in Scotland with opportunities to improve their technical and digital capabilities and help them use digital technology to enter new markets, trade internationally, increase efficiencies and potentially, employ more staff.

The programme consists of online resources, fully funded workshops and one-to-one specialist support.

In 2016/17, DigitalBoost ran **818 workshops** which were attended by over **5,000 people** and provided a further **707 businesses** with specialist consultancy support.





“Throughout the ups and downs of the business development phase I received fantastic support and guidance from my Business Gateway adviser. As my business has grown and evolved she has been there at every stage to listen encourage and support me. Helping me to create a structure and plan of action which is relevant for me and my business as I navigate my way through many unknown’s.”

**Alex Feechan**

Owner

Findra

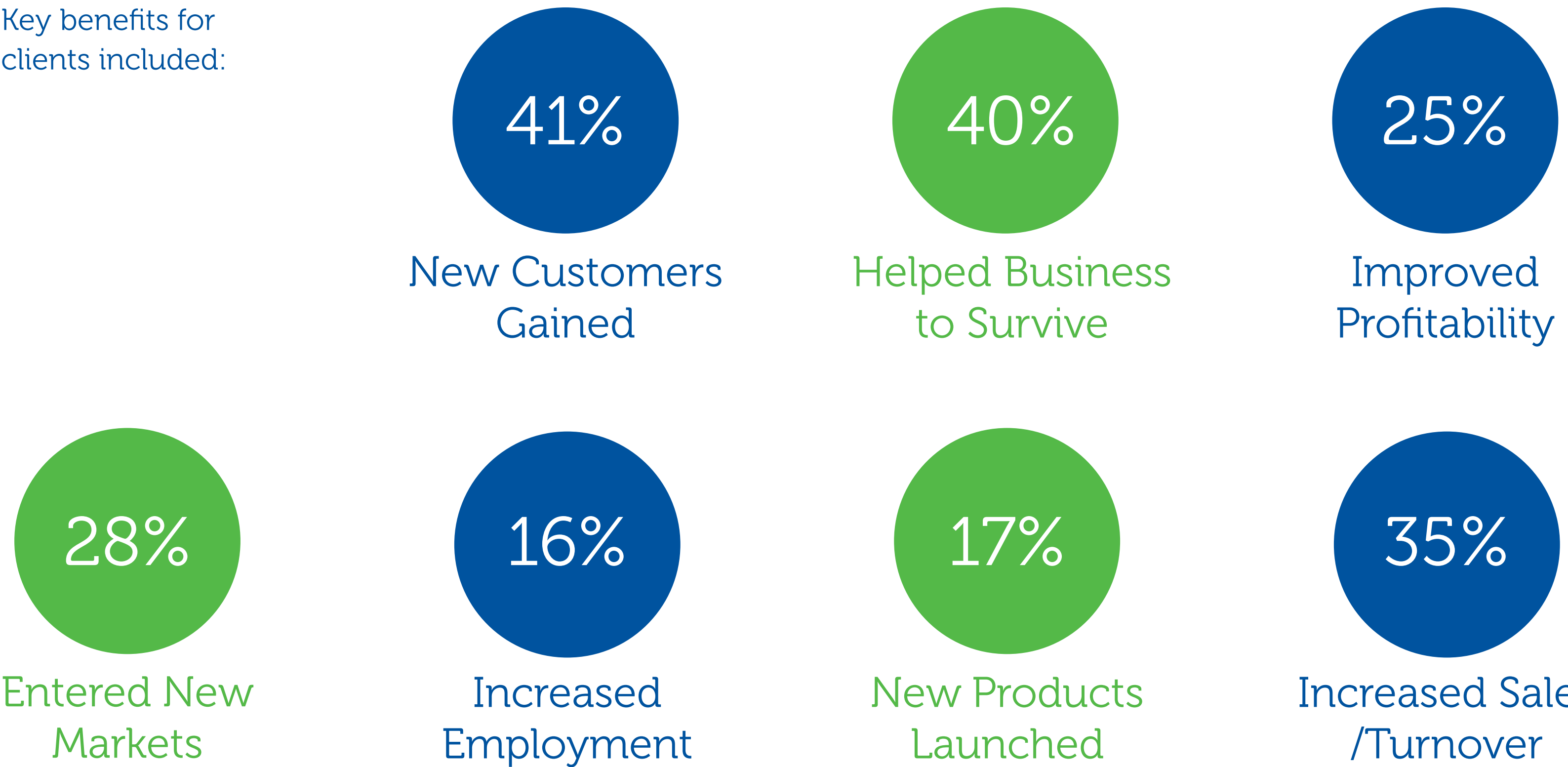
# Client Feedback

---

To ensure the service continues to meet the needs of clients, we carry out monthly quality assurance surveys. During the year, over **3,100** clients provided feedback on the service they received; this sample size gives confidence in the accuracy of the information provided. Overall, **83%** of clients were satisfied with the services provided; we met or exceeded the expectations of **82%** of clients and; **85%** would definitely/probably recommend Business Gateway to others.

We also ask clients about the impact the service has on their business, **86%** said that the support provided would be beneficial.

Key benefits for clients included:



# Client Feedback

---

## Satisfaction\*

BG website	84%
BG Enquiry service	78%
Local office (face to face contact)	93%
Satisfaction with workshops/events attended	94%
Satisfaction with contact with adviser	91%
Overall satisfaction (with service provided)	83%

\*Very satisfied/fairly satisfied

---

## Reasons for contacting BG

Help start a business	65%
Help to access finance/grant support	27%
Help grow a business	26%
Advice on sales and marketing	20%
Advice on IT/online trading/social networking	16%
Opportunities for networking with other businesses	10%
Advice on new product/process development/R&D	7%
Advice on HR/team development	5%

“We worked very closely with Business Gateway when we were looking to grow the business. Our adviser was a great support and helped us source funding and develop our strategy. She also used her contacts to put us in touch with a number of specialist organisations who helped us develop the product and expand our exporting potential.”

**Darina Garland**

Owner  
Uuni



# Business Gateway and Scottish Edge

---

Scottish EDGE is the UK's biggest business competition. Aimed at businesses headquartered in Scotland that have been trading for less than five years, Scottish EDGE aims to identify and support Scotland's up and coming innovative high growth entrepreneurial talent.

Seeking businesses that are doing something a little bit different which will have a big appeal to customers, Scottish EDGE hopes that the businesses it supports will trade beyond their local area – over the border and beyond – and will create high-value jobs boosting the Scottish economy.

Around **80** winners a year benefit from Scottish EDGE support sharing a funding pot of **£2.6** million as well as access to mentoring, training, a business support package and peer to peer networking.

A lean organisation, Scottish EDGE collaborates with the Scottish business support ecosystem focusing on the delivery of the competition and working with a whole host of organisations that provide advice on completing the application, training on pitching and support and mentoring following receipt of an award.

Scottish EDGE works very closely with Business Gateway as the national organisation for business support.

All applicants to Scottish EDGE receive an email suggesting they work with their local Business Gateway.

In addition, Business Gateway staff act as first stage assessors on every round. Hugh Lightbody, Chief Officer of the Business Gateway National Unit, is a member of the Scottish EDGE Advisory Board providing advice and guidance on the direction of the competition and the organisation.

# Business Gateway and Scottish Edge

Round eight winners, Kristian Tapaninaho and Darina Garland of Uuni, are a great example of the collaboration between Scottish EDGE and Business Gateway. Kristian and Darina set up Uuni in 2012 to provide a portable and affordable wood-fired oven. Before Uuni, you had to spend a minimum of **£700** to get a wood-fired oven which would also be a bulky and permanent fixture in your garden.

Uuni is less than **£199**, the size of a carry-on suitcase and weighs around 11 kg, making it very portable.

The business was originally set up in London but in March 2015 the pair took the decision to move back to Darina's home country of Scotland.

One of the first things they did was contact Business Gateway and began working with Louise Evison at Broxburn Business Gateway. "Louise was outstanding" said Darina, "She created an action plan for us and made sure we stuck to it with regular follow up calls and meetings.



Kristian Tapaninaho and Darina Garland of Uuni, a winner at the Round 8 Edge Awards 2016, along with Sir Tom Hunter.



# Business Gateway and Scottish Edge

---

She made lots of connections for us introducing us to organisations such as SDI who ran a strategy workshop with us and continue to support our international sales growth. We very quickly got onto the Growth Pipeline and are now Scottish Enterprise account managed.

Louise also suggested entering Scottish EDGE, which we'd never even heard of and made sure we got our application in by the deadline. We then went on to win **£50,000** which we have invested in protecting our products with patents and IP to take Uuni to an international market.

Louise saw the potential in our business and was extremely supportive and personable. In February 2017, Uuni set out to raise **\$50,000 (£41,100)** via an online crowdfunding campaign, Indiegogo. However, more than **1,180** people around the world invested **£530,000** for the firm's Uuni Pro device, described as the world's first quad-fueled outdoor oven, capable of running on pellets, wood and charcoal.

Uuni has now sold tens of thousands of units all around the world, both to consumers and retailers.

"The personable and focused support we have received from organisations like Business Gateway and Scottish EDGE has helped us move the business forward and closer to our aim to be one of the top 5 global outdoor cooking brands by 2020".



[bgateway.com](http://bgateway.com)