

**Moray Economic Strategy
Inward Investment & Business Growth Group Meeting
Tuesday 16th October 2012, HIE Forres**

MEETING NOTE

Attendees	Cllr Douglas Ross (DR) – Moray Council; Steven Hutcheon (SH), David Oxley (DO) & Nicole Green (NG) – Highlands and Islands Enterprise.
Apologies	None.

- 1) Process to establish the economic baseline from which to develop performance measures
 - Project specific measures
 - High level measures – repeatable, meaningful: diversify economy, create jobs
 - Research into the economy as it currently stands, for future comparisons – number of jobs, exports, turnover, average household incomes, and average house prices etc.
 - Use data and research which is already available where possible and create a report from this.
 - Be consistent across all partners
 - Some projects might not go ahead if no longer appropriate and other projects may which have not been outlined in either Strategy. Circumstances will be changing rapidly and the group will need to capitalise on what is currently available, which may not be in line with proposed targets for project completion.
 - It may take time for project measures to then in turn affect the high level measures.
 - An assessment of Inward Investment in Moray, commissioned by HIE identified the main opportunities to be – Brands, food and drink, business process outsourcing, life sciences and digital health, engineering for energy, tourism and the land opportunity at Kinloss.
- 2) Communications Strategy
 - The need to emphasise that this is a Strategy being implemented and not simply a list of projects.
 - Need to improve marketing and alter perceptions.
 - If certain projects are being implemented while others are not the need for communication is very important so that it is known why these decisions were made and what the current situation is.

- Managing expectations, keep a balance, things are moving on but still dependent on military.
- Successes should be communicated as Moray's rather than individual agencies.
- What is needed to be communicated and who to?
- Put this message into the community.
- Run targeted events – eg Freshers event at Barracks.

3) Process to prioritise projects

- Process for taking projects off the plan as they may not be appropriate at the time, need for flexibility.
- Decided that this needs reflection before beginning.
- Need to define what the projects are, lower the number and then prioritise within that.
- Which projects which may have been tried before are worth trying again?
- Are there any projects which may have already been completed?
- Who is going to be responsible for implementing each project?
- Need for Business Advocate to be in place first – perhaps more than one, possible name – Giles Hamilton (Accunostics). From the business growth side, someone with an understanding of the local economy with strategic thinking.

4) Discussion regarding MES implementation

- Working with the other four groups, perhaps being involved in other projects and the need for coordination discussed.
- Need to utilise Inverness airport discussed.
- With regards to business growth, is there anything which is in need by sector?

5) AOB

- Discussion of the roles within the group:
 - DO – MEP link – reporting back to make sure everything is being covered and going in the right direction, feedback on whether certain projects may need to be appointed to a different group etc.
 - SH – Programme Manager – may not lead on every project, some may be lead by someone from another group, will choose and coordinate a project team for delivery and feedback to group.

- DR – Community Champion – link to wider Moray, gain feedback from public, advocate to Moray Council on behalf of group, very important to communications.
- Business Advocate – similar to Community Champion – gain feedback from businesses, able to tell if the group is doing what the businesses feel is required, group able to capitalise on expertise and contacts.

6) Date of next meeting

- TBC – after Leadership meeting on the 9th of November.
- Next meeting – look at appointing Business Advocate, look at responses from Business Engagements.
- Leadership meeting – point to be raised that a format for reporting between groups is required, a structure to easily see the progress of each group.

Actions from meeting:

- *Draft a brief for baseline study.*
- *Look into case studies.*