

**Moray Economic Strategy
 Programme Managers Meeting
 Tuesday 17th of February 2015, 10.30 am
 Board Room, HIE Moray, Forres**

MEETING NOTE

ATTENDEES	Steven Hutcheon (SH), Andrew Anderson (AA) & Nicole Green (NG) – Highlands & Islands Enterprise; Stephen Cooper (SC), Jim Grant (JG) & Gordon Sutherland (GS) – Moray Council; Dawn McNiven (DM) – Strategic Communications/dmdotpr
APOLOGIES	Jacqui Taylor (JT) – Moray College UHI
CHAIR	Andrew Anderson (AA)

- 1) Review of Previous Meeting Note (20.11.14)

Accepted as written.

“Discussion around need for engineering expansion within Moray College UHI”

Discussions have since been held with representatives within Moray College UHI who have suggested they would be open to meeting with any inward investors with regards to what skills they would require.

- 2) Feedback on Actions from Previous Meeting

No actions recorded.

- 3) Communications/Engagement (DM)

Focuses since last meeting:

‘Moray Christmas’ Advent Calendar It would be useful for those who shared the calendar to report the hits that were received.

Spaceport Proposition for Moray

World Host Customer Service Training Feature pieces in the Northern Scot. A new strategy for communications for this project is to be developed due to a change in approach to the schedule of training.

Business Start-Ups and Population Growth

Macbeth (2015, Movie) The release date has now been pushed to December this year.

Family Firms Looking to develop a piece on family firms in the area.

‘Real Macbeth’ Documentary in production.

Moray Cultural Strategy

Game Jam 2015

Visit Britain Campaign links with Moray.

‘88 Reasons to Visit Moray’ Public will be encouraged to send in suggestions, this will then be narrowed down to eight.

Craigellachie Bridge A Royal Mail stamp is being developed providing a great opportunity. Dates to be confirmed.

Lossie Green Development Charrette Ongoing work around this with Peter Jones (PR & Communications Officer, Moray Council), leading. Plans for a release around the end of March when report and action plan completed.

Discussion around measurement of each communications method with a general consensus that this is difficult with each type of communication having a different degree of effectiveness.

4) Update from Programme Groups

Skills & Training Group (JT)

A written update from JT was circulated, as below:

Highlands and Islands Skills Investment Plan (SIP) The Skills and Training Group will be responsible for the coordination of the local response to the SIP with a range of partners. This work will be taken forward in the next quarter. This will include Wood Commission and the individual sector SIP's.

SIP Related - Food and Drink Manufacturing An event will be held at Moray College UHI on the 26th March in relation to the development of a northern hub related to the Abertay Food and Drink Manufacturing Academy. This involves a range of other partners including Skills Development Scotland (SD). Invites for the event will be issued in the next two weeks. NG/AA to check the date and time of the event with JT. This has been noted as the 26th of March which is the same date as the Moray Cultural Strategy launch event.

World Host Dates have been agreed for a World Host 2-week Academy in April, which will accommodate the roll out of the training across Moray as part of the Tourism and Culture Group action plan. This is being supported by the Skills and Training Group.

Moray Skills Pipeline - European Funding Indicative award of £3million for Moray. Detailed application to be submitted and a joint meeting will be held on the 10th March with Employability Action Group (EAG) and the Skills and Training Group to scope out ideas for the use of the funding. There are still some issues with the match funding. This will be added to the next meeting Agenda for this group.

Employability and Skills Training An award from previous EU funding has been given to college and Moray College UHI are running a number of courses aimed at individuals for which there is currently no mainstream provision. This refers to section Priority 4 Supporting Skills Development in the Action plan.

MA and Employability Fund Contract awards for the new round have been called and results will be announced in late March. The Civil Service have announced that they will be recruiting approx. 300 MA's across the UK.

Digital Skill Training - 'Get on Line' This is being piloted by Job Centre Plus in partnership with NHS to utilise the Moray Information Bus bus to support people in their communities to apply for jobs and benefits.

Events: Jobsfayre 2015 - Moray Jobs and You The Moray Jobs and You event will now take place on the 18th of April at the Alexander Graham Bell Centre (AGBC). There are a number of businesses who have confirmed their attendance along with Moray College UHI, Job Centre Plus and SDS. The Moray Chamber of Commerce are also involved with the organisation

of the event. Students from Moray College UHI have been involved in the design of the logo. It is expected that there will be approx. 30 stand holders from a range of industrial sectors.

Inward Investment & Business Growth Group (SH)

Spaceport Proposition for Moray The group have been leading on the spaceport proposition on behalf of the Moray Economic Partnership (MEP) with JG and GS.

Energy North Event The event will look to showcase Moray to the oil and gas sector. Date is yet to be confirmed but looks to be the 23rd or 27th of April.

Buckie Harbour The master plan exercise is now complete. As a result of this, the Buckie Drifter will be retained and is no longer available for a Community Asset Transfer. A proposition is being developed for EDPR. Awaiting award of Contract for Difference.

Enterprise Park Forres Horizon Scotland is currently at 100% occupancy. HIE now looking at next phase of the park with design of new buildings.

Transportation Group (SC)

Elgin Cycle Network Currently awaiting proposed routes for cycle paths in Elgin. Opportunity to promote Elgin as a 'Cycling Destination'. AA to set up a meeting with SC and CT to discuss this further.

A95 Craigellachie to Aviemore The appointed consultants have now completed their study. A Communications strategy for this project may be developed. SC looking for evidence from a Tourism viewpoint to support and influence this project. AA to discuss incorporating a poll/survey on the Moray Speyside Tourism website with CT.

Bus Link from Elgin to Aviemore The bid submitted for this project failed. Bases will be surveyed to assess whether this is something to continue pursuing.

Bus Improvement Fund Funding has been awarded for the addition of cycle racks to Moray Council and Stagecoach buses. This will be implemented next year.

Buckie Shipyard Consultants being commissioned to assess the needs for ship building and maintenance in the region. This will include looking at competition and capacity. Discussions are ongoing with several interested parties.

Western Link Road It has been confirmed that this will still be a strategic project for Moray Council. The original planning application is now being revised and the issues mitigated or improvements made for resubmission. This is likely to go forward for consideration in August this year.

Lossie Green Development Charrette There are some transportation projects which will be involved in this exercise, for example reducing severance along the A96, relocation of the bus station and construction of a lorry park.

Landshut Bridge, Elgin SC highlighted that Moray Council now hold images of the bridge with lights in operation, which can be used in future publications

Development Group (JG)

Elgin Business Park (Barmuckity) Currently awaiting valuations on the land. A feasibility study will be the next step in the project.

Lossie Green Development Charrette This exercise will take place throughout March.

Bogton Road, Forres Designs are being finalised for the potential relocation of the football club. Awaiting calculation of worth to Common Good Fund before presenting to Policy & Resources committee.

Tourism & Culture Group (AA)

Moray Speyside was revealed as the number one destination in the UK for holiday rentals.

World Host Project Ongoing with new schedule for training following an intensive Academy model.

Visit Scotland Growth Fund Application Moray Speyside Tourism has applied to Visit Scotland's Growth Fund for funding of a long term marketing framework.

Tourism Expo Moray Speyside will be represented at the Tourism Expo in Aberdeen in April with stands from Moray Speyside Tourism, Johnstons of Elgin and the Craigellachie Hotel.

Banffshire Coast Tourism Partnership Collaboration Collaboration continues focusing on coastal activities including cycling. Plan for a lighthouse to lighthouse trail from Fraserburgh to Lossiemouth in development.

Tourism Summit To be held in March following on from the successful event last year.

Moray Cultural Strategy Has been endorsed by the MEP and will be formally launched on the 26th of March by Janet Archer, Chief Executive, Creative Scotland in the AGBC.

Culture Café Exchange This event hosted by Bodysurf Scotland will be held on the 27th of March, also in the AGBC.

Castle to Cathedral to Cashmere Making strong progress.

5) AOB

JG highlighted some key points from the Community Planning Partnership (CPP) Board which will have an impact on the Moray Economic Strategy (MES). Templates will be circulated in due course to aid reporting on action plans. James Johnston (JJ), MEP Vice Chair, has asked for a review of the MES and how it fits with the 10 Year Plan. After this it is likely that the groups will be reviewed to see if they are still fit for purpose. GS to schedule a meeting with JJ, JG and AA to discuss the format of the review. Each partnership within the CPP may be required in future to have a prevention plan in place.

GS attending meeting of the MEP this week where a topic for discussion will be strategies for partnership funding going forward.

6) Date and Chair of Next Meeting

Date	Time	Venue	Chair
21.05.15	9.00 am	Board Room, HIE Moray, Forres	SH
20.08.15	9.00 am	Board Room, HIE Moray, Forres	TBC
21.05.15	9.00 am	Board Room, HIE Moray, Forres	TBC

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ACTIONS FROM MEETING

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ACTION NUMBER	AGENDA ITEM	DECISION	ACTION BY
1	4	Check the date and time of the Food and Drink manufacturing event with JT. This has been noted as the 26 th of March which is the same date as the Moray Cultural Strategy launch event.	NG/AA
2	4	Discuss incorporating a poll/survey on the Moray Speyside Tourism website with CT.	AA
2	4	Set up a meeting with SC and CT to discuss promotion of Elgin as a 'Cycling Destination' further.	AA