

## **Moray Economic Strategy – Implementation Programme Status Update March 2013**

### **Overall**

- Community Champions and Business Advocates have been recruited to support each programme
- A Strategic Business Forum has been established to support implementation
- An Engagement, Marketing and Communications Action Plan has been prepared to support implementation. Partial funding has been identified by the partnership for a 2 year programme. A proposed programme setting out the scope for marketing and communications from existing funding commitments is being prepared
- On February 8 the Business Forum engaged with the CPP to gain a better understanding of respective interests and to pave the way for on-going relationship building, including a series of visits by the community champions to business
- Prioritised Programmes are being compiled and will be reported to the MEP & CPP. Project plans are to be drawn up and project teams formed for the priority projects
- A suite of performance indicators to measure progress on key outcomes of the strategy have been prepared and will be incorporated in the SOA outcomes delivery plan
- At the end of March Cllr Fiona Murdoch will take over as chair of the partnership

### **Tourism and Culture**

- Moray College UHI has established the Hospitality and Tourism Academy. It will offer a wider range of hospitality and tourism courses that allow for a seamless transition from school to further education and then onto higher education across many different levels of study from entry level to degree
- Development of a strategy and implementation plan for tourism in Moray. Two stakeholders' meetings have been held and papers are being developed which will be submitted to the MEP for consideration.
- Meeting held with People 1<sup>st</sup>, a sector skills partnership to look at opportunities for development of skills in the tourism sector, including the World Host programme, which trains front-line staff to deliver a great customer experience that will leave customers raring to return.

## Skills and Training

- Joint engagement with Tourism and Culture programme and People 1<sup>st</sup> the sector skills council for tourism and hospitality.
- [Launch of Hospitality and Tourism Academy](#) building on existing reputation college has developed for its hospitality education and training. Providing courses to meet industry needs local employers are seeking
- Just under 1,000 S3 pupils from across all eight Moray secondary schools came into College over three days (one day for each pupil) and accessed taster sessions in three different academic areas. This included partnership with NHS Grampian with pupils having the opportunity to attend sessions at Dr Grays.
- Moray Employability Action Group and MEP study working with Moray Employers to assess feasibility for a one stop employability agency
- Moray Life Science Centre on Course for completion July 2013

## Development

- Minister for Energy, Enterprise and Tourism to visit Buckie harbour in Summer 2013 to look at potential for renewables and ancillary development
- Buckie harbour SMEs, ERDF funding in place for development of accommodation
- Elgin Business Park £2.7 million funding from Scottish Government for roads infrastructure approved subject to completion of due diligence and agreement of terms.
- Forres Enterprise Park progressing spend of £9.5 million capital allocation from Scottish Government. 3 units and roads infrastructure under construction.
- Moray Council continuing with existing programme for building and refurbishment of existing stock and new serviced sites for self build. Additional £500,000 allocated for portfolio and currently working on proposal for a further development and refurbishment going forward.
- £750,000 received from Historic Scotland for Conservation Area Regeneration Scheme for Elgin
- Elgin Flood Alleviation and Forres Pilmuir Flood Alleviation schemes under construction

## Transportation

- Lifting the Spirit - Successful meeting with distillers February in Paisley with plans to commence in July 2013. HITRANS in process of getting preferred bidder for rail haulage and is now working on the specification for the Project Manager. Additional budget from ERDF and HITRANS takes it to Eur 300k with an extended February 2014 end date. University of Hull developing data tagging for ISO tanks to help log the origin and type of product. Possibly Gs/GPRS tracking. Also possible 26000 litre tanks to complement 33000 litre tanks to get better access to certain sites.
- Improvements to traffic distribution outside Elgin centre – Information leaflets on Western Link Road distributed in Elgin
- Strategic review of public transport links – Investigative work and bus passenger surveys currently in progress to advise on a way forward for enhancing the demand-responsive transport network.
- Developments at Buckie Harbour – discussions with Jacobs consultants soon to determine outline feasibility and scale of costs for a possible major harbour expansion to the west of the existing harbour.

## Inward Investment and Business Growth

- Inward Investment Propositions, Strategy and Development - Life Science proposition has been developed and is being rolled out. Space has been taken at All Energy in Aberdeen to promote the Moray Area, Buckie Harbour and Enterprise Park Forres
- Barmuckity Business Park - Due diligence is being commenced on loan funding towards developer.
- Identification of Expansion Land – Rydens have been commissioned to produce a report detailing market demand for commercial development land in Moray.
- Faster Broadband - HIE are in the final stages of concluding a legal agreement for upgrading broadband provision in the HIE area, with roll out due to be completed around 2015.
- Forres Enterprise Park – Unit 6 is due to be handed over to the tenant on the 15<sup>th</sup> of March. Unit 7 has been let to the EFC Group leading to the creation of 13 high value jobs. Work has started on the construction of Units 10 and 11. The Southside road will be completed during May 2013, linking the A96 to the Rafford Road.
- Economic Development Public Sector Training – EDAS have been approached to run a seminar planned for May 2013.