

Moray Economic Strategy (MES)

Quarterly Update from Programme Groups

July to Sept 2016

Board and Media

The Moray Economic Partnership board held its quarterly meeting on 15 September, at the Ballindalloch Distillery. The board:

- Received a presentation from Stuart Black, Director of Development & Infrastructure, The Highland Council regarding the Inverness City Deal, how the deal was developed & what it included.
- Received an update on the progress of the MOD Basing Review
- Considered the implications of the vote for Brexit
- Reviewed the data to be reported to the Moray Community Planning Partnership for updating the Moray 2026 outcomes
- Outlined the steps for Moray to develop a City Deal/Growth Bid
- Received a presentation from Murray Ferguson, Head of Planning & Rural Development at Cairngorms National Park Authority regarding the public consultation to develop the next National Park Plan
- Received a programme update from the Skills Investment Group, &
- Received a multitude of partner updates. (see meeting minute)

Media Activities 12 May 2016 to 14 September 2016

Campaigns and initiatives

- Castle2Cathedral2Cashmere news release (6 in total)
- World Host ongoing
- A95 strategy
- Schools videos launch
- Support for Moray Business Week
- Kinloss Group support
- Have a Moray Christmas Advert
- Doors Open Day

Future stories

- Family firms story for Scotsman and wider circulation
- Moray Towns Herald supplement
- Moray history – Macbeth and Buke of the Howlat

12 May to 14 September 2016 Coverage

- Tourism story Scotsman
- Elgin BID achieve World Host recognition
- Northern Scot columns – Developing Young Workforce and Moray in Numbers
- Kinloss Base coverage
- C2C2C stories – High Voltage, Medieval Day(Sword Fire & Stone Event), Writing Story, Sculpture
- Advertorial in Scottish Open Brochure

Publications & videos can be seen on the [MEP Facebook Page](#)

Contact: Gordon Sutherland MEP Programme Coordinator :
gordon.sutherland@moray.gov.uk

For more information see [MEP meeting agendas and minutes](#)

Tourism and Culture

Moray Speyside Tourism is running a training programme in Moray for HIE and Scottish Enterprise called **Digital Tourism Scotland**. A series of training events with topics including web development, use of social media, analytics and creating website content is underway in Moray. The programme will allow businesses to think about new ways of implementing digital technologies. MST is collaborating with the Cairngorm Business Partnership to offer a greater range of alternative dates and venues for the courses.

Planning for attendance at **Visit Scotland's Expo 2017** in April is ongoing, and Moray will be strongly represented with 10 stands. Moray Towns Partnership towns, the Malt Whisky Trail, Johnstons of Elgin, Station Hotel (Rothes) have confirmed their attendance to date, and one other business is seriously considering it. Apart from these businesses, representatives from Upper Speyside are planning to attend for the day with a view to attending Expo 2018.

Advanced planning is taking place with Visit Scotland and DYW on developing a **syllabus for National 5 travel and tourism** courses to be trialled in Moray.

Laurie Piper and his assistant Rachel Glennie spent a day in **Visit Scotland HQ** in Edinburgh and were given the opportunity to meet managers from different teams within the organisation by Jo Robinson, Regional Director for VS.

World Host training is recommencing following the break during the peak of the tourist season, and a number of our towns will soon attain World Host Destination Status, joining Elgin which has already qualified.

Moray Place Partnership. A three year plan for developing cultural activities in Moray has been submitted to Creative Scotland and confirmation of £200K funding from Creative Scotland is expected before the end of the year to be matched in cash and kind by public and private organisations. Lead partner for the Place Partnership is HIE, supported by a stakeholder group from public and private sectors.

Findhorn Bay Arts Festival took place from 21 to 26 September. This year's event has exceeded all expectations and targets with audience attendances across ticketed and free events estimated to be in the region of 13,659, school attendances over 1000, over 50 volunteers stewarding at events and over 300 people from the local community contributing to Culture Day Forres. As well as seeing an increase in numbers of visitors coming from further afield across Scotland, England and Northern Ireland, international visitor numbers increased as well with people travelling from Italy, Germany, Switzerland, the Netherlands, USA and Australia.

Many local businesses have also reported increased footfall and sales over the six-day period because of the Festival.

Highlands & Islands (including Moray) MSP, David Stewart tabled a motion at The

Scottish Parliament on Friday 23rd of Sept acknowledging that the increased interest in Moray as a tourist destination had placed Forres in Scotland's top 10 destination towns, placing Forres at No 2. He said, "Events such as Piping at Forres, The Findhorn Bay Festival, Forres Heritage Trust, Forres in Bloom, Burghead Visitor Centre, Roseisle Beach and the many other events organised locally are the events and attractions that draw people to these areas."

Contact: Andrew Anderson, Programme Manager. andrew.anderson@hient.co.uk

Skills Investment

The group has revised its action plan in line with the proposed actions of the new Employability Moray group and sub groups. These actions have been approved by Employability Moray.

Events:

Work continues in the development of the **3rd Moray Business Week** with a strong and varied selection of activities and events. This year's programme includes less but more focused events than 2015. Moray Business Week takes place from the 14th – 18th November. Look out for information on the Moray Business Week website from September 2016.

Moray Jobs and You – the 2nd Moray Jobs and You Careers event took place on the 15th September in the Alexander Graham Bell Centre for Digital Health between 4pm and 8pm. The event was attended by a large number of people and approx. 25 employers.

Alexander Graham Bell Research, Innovation and Technology Seminar Series with Moray College UHI continues and has attracted high profile speakers from Universities across the country. The speakers booked for October and November seminars will talk about advances in robotics and autonomous ships. The current series is due to finish in March and a new series will be introduced. **More information and to book your place go to:**

<https://www.moray.uhi.ac.uk/business-and-community/agbc/research-innovation-and-technology-seminar-series>

Employer Engagement:

The group is working closely with the companies involved with the upgrades to the rail network and are arranging one to one meetings with some of the key organisations with a view to identifying out skills needs.

HIE are keeping the group up to date with developments on inward investment and new organisations looking at moving into the area.

4 short term construction courses have been funded by the DWP due to start in November which will meet the increase need for unskilled labour in the industry. Participants may also have an opportunity to undertake further training linked to the rail network where skills demand is expected to be significant.

Schools

Career Ready – Moray College UHI provided internships for 2 career ready pupils over the Summer. The 2 pupils worked with a number of college department during their 4 weeks. The Career Ready programme is growing year on year and with more employers coming on board. For more information and how to get involved contact: Susan.Macpherson@careerready.org.uk

Apprenticeships – the group continues to monitor the developments within the apprenticeship programmes including the foundation and graduate level apprenticeship as well as the existing MA programme. An event as part of Moray Business Week to promote the apprenticeship family is being held on the 16th November 2016.

Contact: Dave McCallum, Area Manager, Moray, Orkney & Shetland, Skills Development Scotland Group Chair dave.mccallum@sds.co.uk

Jacqui Taylor, Head of Marketing and External Relations, Moray College UHI, Programme Manager Jacqui.taylor.moray@uhi.ac.uk.

Development and Inward Investment Group

Central Elgin Action Plan 2015/16

A report was presented to the Economic Development & Infrastructure Committee on 20 September 2016 providing an update on the Elgin Charrette and the eleven identified projects. The application to the Regeneration Capital Grant Fund has progressed through stage 1 and a stage 2 application now needs to be submitted. A small number of planning applications have now been approved for the change of use of first floor vacant buildings to residential use.

Development of Industrial Land at March Road, Buckie

A proposal of application notice (PAN) for classes 4, 5 and 6 on March Road has been submitted and this will be reported to the Planning & Regulatory Services Committee on 1 November. It is anticipated that a planning application will be submitted later on in the year.

Other Major Planning Proposals (PANS)

Proposal of application notices have been submitted for three major developments and these have now all been reported to the Planning & Regulatory Services Committee in September. The proposed developments are as follows:

- Hotel development including spa health club and conference facilities, holiday lodges/cottages, staff accommodation at Coleburn Distillery, Longmorn;
- Mixed use development comprising public house/restaurant, care home and housing at Elgin Auction Mart, New Elgin Road, Elgin; and
- Commercial Development to include class 2, 3, 3 /Drive-Through, 4, 5, 6,7 & 11at Linkwood Place East Elgin.

Barmuckity Business Park

A report has been prepared and will be presented to the Planning & Regulatory Services Committee in November setting out a Strategic Framework for Barmuckity Business Park.

Elgin South Masterplan/Moray Sports Centre

The Elgin South Master plan is being presented to the Planning & Regulatory Services Committee on 1 November. A planning application has now also been received to include 870 houses, neighbour uses including classes 1, 2, 3 4, 8 and 10 including a sports centre with provision for indoor and outdoor recreation, two primary schools and associated infrastructure.

Contact: Jim Grant, Programme Manager jim.grant@moray.gov.uk

Contact: Steven Hutcheon, Programme Manager steven.hutcheon@hient.co.uk

Transportation

A96

Transport Scotland (TS) has awarded a contract for stage 2 (detail options for route development of the dualling of the A96) in June /July 2016. TS have conducted a number of drop in sessions and meetings with community councils to explain the process for developing route options. The next key milestone is to go out to consultation in the Summer of 2017 to discuss these route options. The Council will continue to engage with transport Scotland during this process.

Contact: Stephen Cooper, Programme Manager stephen.p.cooper@moray.gov.uk