

Moray Economic Strategy (MES)

Quarterly Update from Programme Groups

Oct to December 2016

Board and Media

The Moray Economic Partnership board held its quarterly meeting on 8 December, at The Institute of Design Innovation, The Glasgow School of Art, Altyre Estate, Forres. The board:

- Received an update regarding the Basing Review
- Received an outline of the Regional Growth Deal Bid
- Received the Draft Employability Strategy
- Received an programme update from the Development & Inward Investment Group, & Received an update from the Employability Partnership
- Received a multitude of partner updates. (see meeting minute for details)

Media Activities 12 Sept 2016 to 7 December 2016

Campaigns and Initiatives

- Kinloss Barracks Group Support
- Have a Moray Christmas advert
- Castle2Cathedral2Cashmere news releases
- WorldHost ongoing support
- A95 Strategy
- Support for Moray Business Week
- Scottish Apprentice Week 2017

Future Stories

- Sculpture unveiling
- Family firms story for Scotsman and wider circulation
- Friend of the Scotsman article on Lossiemouth and Kinloss investment
- Executive Magazine – “ones to watch in Moray” featuring successful business start-ups – January
- Moray history – Macbeth and Buke of the Howlat
- Northern Scot Column
- Dec: Rail Improvements
- Jan: Lossiemouth investment and Kinloss community event

12 Sept to 7 December 2016 Coverage

- Northern Scot columns –
- Sept: Labour Market Profile
- Oct: Kinloss Barracks
- Nov: Christmas
- Kinloss Base Coverage: TB/Radio and Scottish print media
- Moray Business week
- Door Open Day
- C2C2C stories
- Time Travellers
- Book Competition
- Sculpture
- Cashmere quiz
- Game competition for Elgin

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

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

Tourism and Culture

Tourism

The last quarter has seen a considerable amount of activity taking place across and beyond the region with a wide range of engagements affording the MST team the opportunity to raise the organisation's profile and increase awareness of the importance of tourism to the Moray economy both locally and nationally.

- MST supplied key data to Douglas Ross MSP which was subsequently used and cited in the Scottish Parliament
- Presentation to the Forres Rotary Club
- Organisation of the Moray Tourism Awards, held at the Stotfield Hotel during Moray Business Week with more than 100 attendees
- Attendance at the Digital Tourism Think Tank in Brussels (1-2 Dec) to help support the delivery of the Digital Tourism Scotland (DTS) project
- Attendance at the Highland Tourism Conference in Inverness (Nov)
- Attendance at the Keith Grammar School subject choices fair – an activity which has led to the formation of a number of additional contacts within the education sector
- Joint delivery of learning session for Buckie High S6 pupils at Johnstons of Elgin
- Co-delivery of 2 sessions for HIE's Preparing Your Tourism Business for Export course (Nov / Dec)

Product and project development

- MST continues to support development of strategic tourism initiatives under the auspices of the Moray Towns Partnership. In the past quarter we have provided input and advice around a number of potential tourism projects, including the development of a 'Geocache' trail, possible introduction of a consumer 'App' which could be used by each of the town partnership members independently, or on a Moray-wide collaborative basis.
- MST continues to play a key role in the Moray-wide World Host programme, working to recruit tourism businesses to sign up for the scheme. Elgin has now achieved destination status with Forres and Fochabers expected achieve destination status shortly. A joint working piece between MST, DYW Moray and Moray Chamber will see World Host training offered to 96 Moray high school pupils via Johnstons of Elgin in early 2017.
- MST continue to support development of the Moray Coast Tourism Group and will be helping them to organise an awareness event in early 2017.
- MST facilitated and hosted a 2-day Visit Scotland familiarisation trip around the region. This trip saw 11 VS staff tour around Moray, experiencing some of the region's tourism highlights and allowing the staff an opportunity to meet and engage with key tourism stakeholders.
- MST have contributed significantly to the development of the Moray Walking Strategy which will be launched in early 2017
- MST have contributed to the Forres Walkers are Welcome initiative which has

resulted in Forres becoming a Walkers are Welcome town (one of only two in Moray). We intend to support wider rollout of this initiative.

- MST have been working closely with Glasgow School of Art to support their Winter School initiative. At a basic level we have ensured that their accommodation requirements (70 x students for 11 nights) are being met locally, resulting in the accommodation spend staying in Moray. We will also be helping to connect the GSA team to key Moray business leaders who it is hoped will be engaged with the project throughout its duration.
- MST are working in partnership with VisitScotland to deliver a programme of syllabus support for National 5 Travel and Tourism qualification. The output of this work will be a contemporaneous, accurate and flexible package of resources for teachers which will improve and augment the existing provision throughout Moray's High Schools.

Marketing

- Following recruitment of Rachel Glennie, our digital and social media channels continue to grow in popularity and impact.
- One tweet in particular, posted on St Andrews Day received 33,000 impressions
- Our Instagram stories activity secured us 'top spot' on Instagram on 5th Dec.
- VisitScotland have featured Moray Speyside content (activities and itineraries) in their regular e-newsletter on a number of occasions over the past quarter.
- We continue to work towards record attendance at VS Expo 2017 with 4 commercial stand partners confirmed (Johnstons of Elgin, The Station Hotel Rothes, Malt Whisky Trail, Ballindalloch Castle) and representation from all of Moray's 5 main towns (Forres, Buckie, Lossie, Elgin, Keith)
- We have also secured a number of features in local press, a 6 page feature on Moray and a back page article featuring Elgin Cycling Club's routemaster, Jim Morris in the most recent edition of Schottland magazine

Culture

Findhorn Bay Festival 2016 achieved:

- 13,659 attendances across free events, ticketed shows and Culture Day Forres
- Engagement with 1,145 school at workshops and performances
- Artistic contributions from 185 local artists, over 100 visiting artists, and from 171 young performers
- Participation from 604 local people
- Volunteer support from 190 individuals contributing 2,971 volunteer hours
- An estimated £874,902 economic benefit

Forres Creative Place Programme managed by Findhorn Bay Arts since July 2015 has achieved the following activity so far:

- Hosted 4 Culture Cafe's
- Supported 11 ProjectARTS Collaborations
- Distributed 12 plaques of recognition
- Enhanced the programming and marketing from the Findhorn Bay Festival
- Engaged hundreds of local people in local arts and culture activity
- ProjectARTS aims to support the development of a wide range of public art and creative work which connects with local businesses, community organisations and local residents. Upcoming projects:
- A trio of artists featuring Jennifer Cantwell, Joni Phippin and Heidi Soos teaming up with local reuse-reclaim facility Moray Waste Busters to host a series of Regenerator workshops. Local out for workshops details top be released on our website and

social media.

- Caroline Inckle working alongside Forres Community Woodlands Trust will create a new installation in Creative Pathways, a project which aims to highlight the Forres community woodlands as a place of inspiration and reflection Caroline will host a series of walks as part of the project for all to get involved in.

Place Partnership Programme

The Steering Group has submitted the final business plan which will be considered by the Creative Scotland Leadership Team on 15th February 17.

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Skills Investment

No update available at time of publication.

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**

The application to the Regeneration Capital Grant Fund has progressed through stage 1 and a stage 2 application has now been submitted and a decision is expect by the end of February 2017.

- **Development of Industrial Land at March Road, Buckie**

Planning permission has been granted for two buildings on March Road Industrial Estate one for storage (class 6) and the other as a garage (class 5). It is anticipated that a planning application will be submitted later on in the year for the remaining site.

- **Other Major Planning Proposals (PANS) & Applications**

Proposal of application notices have been submitted for one major development at March Road I3 – Class 4, 5, & 6and this was reported to the Planning & Regulatory Services Committee in November 2016. The proposed development is anticipated to be the subject of a planning application later this year.

Planning applications have been received for a Furnishings showroom with ancillary café on the site at Waulkmill House Elgin, a subdivision of an existing retail unit at Springfield Retail Park and the provision of a coffee shop with drive through at Riverside Road in Elgin. All are currently being assessed.

- **Barmuckity Business Park**

A Strategic Framework has been reported to the Planning & Regulatory Services Committee in November and this was approved.

- **Elgin South Masterplan/Moray Sports Centre**

The Elgin South Master plan was presented to the Planning & Regulatory Services Committee on 1 November and was approved subject to transportation details being submitted and agreed. 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 and will be determined later this year.

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Transportation

A96 Dualling

Transport Scotland (TS) awarded the contract for stage 2 (detail options for route development of the dualling of the A96) in June /July 2016. TS and consultants intend to carry out a review of the strategic route options and present a number of more detailed route options in the Summer of 2017.

Buckie Harbour

Final Investment decision has been made on the BOWL project and Buckie has been asked to provide a contingency support facility for the BOWL development. Council Officers are currently in negotiation with SSE with a view to lease property to support contingency arrangements.

Council has agreed to the sale of the Buckie shipyard and is currently negotiating with a potential buyer.

The Council is looking to secure Buckie as a base for support vessels to do preliminary work on decommissioning for oil fields in the Moray Firth.

Elgin Transportation Strategy

The Council has approved an Elgin Transportation Strategy for Elgin that will support growth in development over the next 15 years

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