

Moray Economic Strategy (MES)

Quarterly Update from Programme Groups

October – December 2017

Board and Media

Hosted by Elgin Job Centre Plus ([Department of Work & Pensions](#)) the Moray Economic Partnership (MEP) board held its quarterly meeting on 14 December. The board:

- Received a media report and communications plan update from [Muckle Media](#) the media services provider for MEP
- Received an update regarding the Regional Growth Deal Bid
- Received notice that a short-life working group has been established to refine the action plan to address the recommendations of the Moray Skills Investment Plan.
- Received a report on the status of improvements being made to mobile phone and broadband infrastructure; and
- Received partner updates. ([see meeting minute for details](#))
- Partners viewed the vacant office space available at the venue

Public Relation Activities this quarter

Campaigns and Initiatives

- Moray Growth Deal Bid –There have been 3,000 unique visits to [My Moray website](#), 1200 took the survey online and the following on social media is over 1,000 with an 83% approval rating.
- [Ambassador videos](#) for Moray Speyside Tourism
- Case studies on of business working digitally produced for Moray Business Week & housed on My Moray Website.
- Moray Christmas Campaign – [12 Days of Christmas](#)

Media Coverage this quarter

- Scotland's Most Beautiful High Street/MFR Interview to promote voting
- Article on the Beatles in the Scotsman.
- Northern Scot columns for Chair
- Business Loans Scotland publicising Moray and loans made to Windswept Brewing Co and Wooha Brewing Co.

Future Stories

- Reinforcing links with RAF/39 Engineers
- Moray Receives WorldHost status
- Buckie harbour
- Scottish Apprentice Week 3rd – 8th March 2018.
- Moray Growth Deal
- Northern Scot columns

Media coverage during 2017 [Coverage Book for 2017](#)

Promoting Moray as a place to live work and invest see [My Moray](#) & [My Moray Facebook Page](#)

For more information on MEP go to [MEP meeting agendas and minutes](#) also [MEP Facebook Page](#)

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

Tourism and Culture

- **Moray Speyside Tourism (MST) FUTURE SUSTAINABILITY**

Having engaged widely with stakeholders across Scotland, including TMC, HIE, Scottish Government, VisitScotland and other DMO's, we have established that only viable route to ensure the continued development of tourism in Moray is to introduce a region-wide Tourism Business Improvement District. We have secured funding from the Scottish Government to take forward a consultation with businesses across Moray and will launch the initiative publicly at the beginning of April. If successful, the T-BID would be industry led, deliver 5-year terms, ensuring that the region's tourism economy can continue to flourish.

- **VISITSCOTLAND GROWTH FUND 2018**

VisitScotland's (VS) Growth Fund (GF) programme is designed to support collaborative marketing initiatives in line with VS strategy. Traditionally, GF is channelled towards consumer marketing activity. MST applied for GF funding at the end of last year and have been successful in our application. For the first time ever, VS Growth Fund will support Business to Business activities – specifically, our #MADEINMORAY will see a year of activity aimed at promoting Moray Speyside to the international travel trade – highlighting our rich visitor offer with new digital content, a programme of industry engagement at shows such as ITB Berlin and World Travel Market, development of travel trade specific itineraries and complementary press and promotional activities.

- **VISITSCOTLAND EDUCATION PROJECT**

MST has been working in partnership with VisitScotland to support local schools delivering the Nat 5 Travel & Tourism qualification. A series of short videos featuring people who work in tourism in Moray Speyside have been created, and the individuals have also agreed to support ongoing delivery of the qualifications. <https://vimeo.com/morayspeyside>

- **MST CONFERENCE**

November 8th saw the 2017 MST conference take place at the Alexander Graham Bell Conference Centre (AGBC) in Elgin - for the first-time part of Moray Business Week. The event saw more than 140 individuals from the region's tourism businesses hear from a wide range of speakers. The day included the launch of the NE250, keynote speeches from international industry leaders **Justin Reid of Trip Advisor**, **Stephen Whitelaw** - digital marketing expert, who scared the hell out of the assembled audience with his apocalyptic predictions for the future of the web. The conference achieved national coverage on both TV and radio, and was universally praised by delegates.

- **UKINBOUND DESTINATION WORKSHOP** – Late November saw yet another first for Moray Speyside as a region with the culmination of almost a year of effort seeing the first ever large scale visit of travel trade professionals to the region. MST, in partnership with UK Inbound, the UK's trade association for inbound travel operators hosted a 'Discovery Workshop'. The brought 25 tour operators from across the UK and beyond to Elgin for a series

of events and activities which included familiarisation trips, 1-2-1 meetings with key Moray Speyside suppliers, a gala dinner and special evening reception at Johnstons of Elgin with a Spirit of Speyside tasting and private shopping in the JoE sale. Our thanks go to the partners for helping to bring the event together, and to VS and HIE for helping with funding.

- **DIGITAL TOURISM SCOTLAND**

MST continues to deliver the Digital Tourism Scotland programme. This semester's 6 courses have been the busiest since the workshops began.

- **WORLD HOST**

Moray Speyside has now achieved 'World Host Destination' status – PR celebration in due course.

KEY ACTIVITIES IN UPCOMING PERIOD

- **MORAY GROWTH DEAL BID**

MST continues to be involved in the development of the aspirational City Region Deal for Moray.

- **VISITSCOTLAND EXPO**

Planning for VisitScotland Expo on 11/12 April 2018 has begun in earnest. MST will again lead representation from the region and have confirmed a wide range of commercial partners including The Macallan, Johnstons of Elgin, Ballindalloch Estate, Malt Whisky Trail, Spirit of Speyside and Ace Adventures. We will significantly increase the 'Taste of Moray' food and drink aspect and will be seeking sector-specific sponsorship to support this activity.

- **MORAY SPEYSIDE WEBSITE**

Development and launch of new MST website which will enable us to generate income and provide the functionality for both visitors and trade contacts is now a major priority. To this end we will be seeking tenders for a new MST site in the next few weeks.

Arts and Culture

The Moray Place Partnership Co-ordinator, Sandra Morrison, has undertaken familiarisation visits/meetings with a range of cultural organisations in the area. She also attended the National Place Partnership Meeting in Dumfries on 3-4 October, identifying a number of similarities with Dumfries & Galloway. The Stove Network in Dumfries has agreed to participate in a Development Programme for Moray PP stakeholders to learn from the Stove's experience of tackling local challenges. Learning Journey is currently being arranged.

The Stakeholder Group discussed and agreed that the Moray Place Partnership needed to create its own identity and that the 'We Make Moray' twitter account, originally created for the We Make Moray Cultural Strategy, was the most appropriate option, #wemakemoray

Grampian Arts Trust hosted a Moray Culture Café session at Dr. Gray's Hospital in Elgin on 5 October - <https://www.culturecafe.scot>

Contact:

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Angie Smith, Account Manager, angie.smith@hient.co.uk

Skills Investment

The following is the report provided by this partnership group to the Highlands and Islands Skills Investment Plan Board 19 01 18

Local Skills Investment Plan - update

A joint meeting of the Moray Employability Partnership and the Moray Economic Partnership was held November 3 to review the recommendations of the Moray SIP, produced by Ekos. A Moray SIP group to be formed to develop the outline action plan contained in the Ekos report.

Skills issues/activity in your area or organisation

Shortage of HGV drivers. Jobcentre Plus has funds available to support training. Work progressing on a refresh of the Moray Economic Strategy (to provide context to emerging Moray Growth Deal & informed by Moray SIP). Working on strategic outline cases for projects to include in bid and towards a Heads of Terms June 2018. Department of Work & Pensions – We continue to upskill DWP customers by delivering training in certain sectors i.e. Construction, Security Industry, Personal Track Safety, Care via various funding routes.

Moray typically has issues with certain sectors partly due to DWP customers unable to pay costs towards certificated courses.

Evidence base - need or activity (geographical area and sector)

Plans submitted under S36 of the Electricity Act to the Scottish Government for a very large solar farm east of Elgin at Urquhart. An enlargement of the solar farm approved by Moray Council this summer. Contact being made with operators to identify any supply chain and skills needs.

Talent Attraction -activity in your area

Moray Council/ Moray Economic Partnership exploring the needs of Armed Forces to promote Moray and Highlands as a place to live and work to personnel & spouses possible application to Armed Forces Covenant in 2018

NHS Grampian appointed PR company Yellow Tractor to produce short-film/materials to attract doctors.

Events to promote or address skills in your area

Planning underway for Scottish Apprentice week March 5-8 to raise profile of apprenticeships with employers, young people and parents SDS, DYW, Moray College MC Education. Business Breakfast, Parents evening and on-line promotion of apprenticeships in key sectors using short-films. <https://www.apprenticeships.scot/>

Developing Young Workforce (DYW) engagement

The Moray Skills Framework begins to be embedded the initial sector meetings have taken place and the Area School Group (ASG) meetings have begun. We plan to have a “Your Future in (Sector) event in each of the 8 key sectors over the next 4months.

Foundation Apprenticeship information session is on 1st Dec with around 150 young people participating in hands on workshops around the 7 frameworks on offer

- Accountancy
- Business Skills
- Creative & Digital Media
- Food & Drink Operations
- Scientific Technologies

- Social Services – Children & Young People
- Social Services & Healthcare

#yoyp2018 will play a significant role in promoting DYW activity over the next 12 months – one of the key aims within Moray is to give Moray its own identity as many young people think Moray often gets grouped with either Highland or Aberdeenshire!

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

- **Barmuckity Business Park**

Planning applications have been submitted for a petrol filling station and café/drive through with associated access and landscaping and a 61 bedroom hotel to be sited at the front of Phase 1.

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

The major planning application for 870 houses, 2 school sites and the Moray Sports Centre at Elgin South is pending subject to the S.75 legal agreement being signed. A planning application has been submitted for Linkwood Primary school in accordance with the masterplan and an indoor tennis court centre.

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

Major planning applications pending consideration at Findrassie (mixed use development).

Two Proposal of Application Notices have been received for major development AN's have been submitted for cask warehousing connected to Benromach Distillery and onshore substation and onshore cable routes associated with Moray West Offshore Wind Farm.

- **Forres Enterprise Park**

The interest in Unit 9 from a life science company has failed to progress. HIE are now investigating options for redeveloping the building, possibly by subdivision. Negotiations are progressing with a third party for the potential sale and development of a 10 acre site on the park.

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

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 have carried out a review of the strategic route options and presented a number of more detailed route options in during the Summer of 2017. This will be narrowed down to a preferred option in the Autumn of 2018

- **Buckie Harbour**

Final Investment decision has been made on the Beatrice Offshore Wind Ltd (BOWL) project and Buckie has been asked to provide a contingency support facility for the BOWL development. Council Officers are currently in negotiation with Scottish and Southern Energy (SSE) with a view to lease property to support contingency arrangements. 3rd tier work streams are now being tender to support the construction phase and Buckie Harbour has been asked to tender to provide support services, outcome expected July 2018. The Contract for Difference (CfD) round 2 has been announced with MOWEL (formally MORL) getting CfD for 950MW windfarm. The Council has now engaged with MOWEL to secure the services of Buckie Harbour to support the MOWEL windfarm. The Council has sold the Buckie shipyard to MacDuff Shipbuilding Ltd who is currently developing the site to expand their business in Buckie. Contact: Stephen Cooper, Programme Manager stephen.p.cooper@moray.gov.uk

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