

## Moray Economic Partnership

Board Room, HIE, Forres

Thursday 27<sup>th</sup> September 2018

### Attendance

Graham Leadbitter (Chair) (GL)	Moray Council
James Johnston (Vice Chair) (JJ)	The Moray Strategic Business Forum
Rhona Gunn (RG)	Moray Council
Jim Grant (JG)	Moray Council
Dave McCallum (DM)	SDS
David Patterson (DP)	Moray College
Fraser Grieve (FG)	SCDI
Donna Chisholm (DC)	HIE
Sarah Medcraf (SM)	Moray Chamber of Commerce
Helen Ross (HR)	Muckle Media
Seonag Campbell (SC)	SDS
Andrew Anderson (AA)	HIE
Laurie Piper (LP)	Moray Speyside Tourism
Stephen Sheridan (SS)	SDS
Victor West (VW)	Associated Seafoods
Calum McPherson (CM)	Robertson

### Apologies

Gordon Sutherland	Moray Council
Ranald Robertson	Hitrans
Murray Ferguson	CNPA
Jane Cumming	Platform PR
Pam Gowans	Moray Council

Item		
1.	<p><b>Meeting Notes and Actions</b></p> <p>Meeting note approved as an accurate record.</p> <p>Gordon has previously circulated link to You Tube videos and JG added that Moray Council are currently working with Muckle Media updating My Moray website to include Talent Attraction so that there is only one website to promote Moray.</p> <p>GL provided a flavour of what he has been doing since he started in June as Leader of the Council/Chair of ED&amp;I and the direction in where he wants to go. GL wanted to meet with as many partners to put across a positive message in</p>	

	<p>Moray and has already met with most from MEP. GL also met with local businesses included James Jones and visiting Macallan as well as Moray Chamber of Commerce and Moray Speyside Tourism.</p> <p>There are a lot of good things going on for Moray just now.</p>	
<p><b>2.</b></p>	<p><b>Moray Growth Bid – Progress</b></p> <p>GL met with Robert Jenrick who indicated informally that Moray was likely to shortly get the green light to speak to treasury which was a very useful meeting and as of yesterday around 4pm Moray received an invitation to bid for Moray Growth Deal from the UK government which is a key milestone for us and a formal green light.</p> <p>Although every deal process differs slightly, it was anticipated that the next step would be for a funding allocation to be mentioned for Moray on 29<sup>th</sup> October 2018 in the autumn budget statement.</p> <p>A revised programme timeline will be posted on My Moray website but we are aiming for negotiations for Heads of Terms to conclude between April and December 2019, which is flexible depending on other deals progressing. The final deal would then be around April 2020 – September 2021 which is a wide window but still an achievable timescale. The earliest to start would be 2021 with part of the cultural quarter.</p> <p>The Council and partners are meantime applying for external funding where possible to support the Growth Deal costs, for the Cultural Quarter project in particular, but this funding will be tied to its own timeline and we will only formalise it if we know the relevant projects will be in the final deal. The first two projects to progress to Outline Business case stage are Cultural Quarter and Moray Manufacturing Centre (previously known as Industry 4.0).</p> <p>A refresh of Strategic Outline Cases are to be completed by the end of September apart from UHI Hubs which will be the end of October and Community Access Points as staffing changes in NHS will have different timescales and these will be used in the negotiations.</p> <p><b>Influencers Events</b> – HR advised they were working on a date for Holyrood in October but Richard Lochhead can no longer host given his new portfolio so it was meant to be Stewart Stevenson on 6<sup>th</sup> October but venue has been double booked for the evening slot. Muckle Media are currently working with Stewart Stevenson for an evening date.</p> <p>Douglas Ross is still keen to host at Scotland House but awaiting confirmation.</p> <p>The press statement is ready to go and Helen will liaise with P &amp; J and should be in in the press tomorrow (Friday 28<sup>th</sup> Sept).</p>	<p><b>HR</b></p>

	<p>HR to pass on info to Sarah to be part of dinner tomorrow.</p> <p>GL added that things are moving more quickly now but the UK governments focus is on Brexit. We need to move as fast as we can and get business cases ready in advance.</p>	<b>HR</b>
<b>3.</b>	<p><b>Moray Economic Strategy</b></p> <p>In introducing the draft revised Moray Economic Strategy, JJ congratulated RG and her team and recognised the dependencies between MGD and MES but also the distinct roles each will play going forward for Moray. JJ has a background in strategy development and was extremely impressed with the MES drafting process led by DC, HIE.</p> <p>DC reminded MEP that in May we agreed on 4 essential outcomes over the next 10 years and the layout of a high level strategy that will change over time but pulls out the most important things to focus on. MES needs also to build on opportunities and challenges as well as supporting all partners in the economy working together. This is still at draft stage but with a pragmatic view and the MES working group are due to meet next month.</p> <p>We require all partners and stakeholders to work well for it to benefit the economy and need to look at what we need for entrepreneurs and start-up businesses and for public sector and large businesses to function well. All factors to be optimised.</p> <p>DC gave a presentation stressing the need to add indicators to the strategy to show progress over the next 3 years and set challenges we want to focus on in relation to the 4 high level outcomes.</p> <p>MES is a marker but we need to discuss what will be done and the working group have started looking at this.</p> <p>DP who is part of the working group advised they all interlink and fit in but there are students leaving UHI with qualifications but that attainment doesn't count if they leave the region but will be looking at STEM based qualifications to meet the needs here. We also need to tell the story of Moray and what we have to offer.</p> <p>DM added that the focus is on higher education and it is challenging but need to communicate with local businesses and parents for local opportunities and not only emphasise the academic route but also the more work based options like apprenticeships.</p> <p>SM mentioned that work requires to be done with employers, recruitment strategies and recruitment policies and communications with Moray Chamber</p>	

	<p>and SDS.</p> <p>VW thought it was a fantastic document but there is no encouragement from Moray to build a small business to medium or large. Macallan’s headquarters are outwith Moray but we need to push to keep Headquarters in Moray and deposit some top jobs in the Moray area.</p> <p>FG said the need was to encourage businesses whatever size to scale up but there is planning permission and other constraints we need to keep in mind, etc which may stop some from doing this. We need to look at what the skills are that are driving higher level jobs.</p> <p>GL asked when we speak to teachers and present this to them? It was recognised that a stronger connection with education is needed and further discussion is needed on how best to achieve this although good work ongoing such as the Moray Skills Pathway and DYW was noted.</p> <p>CM added that this is a good document and good size. It is important for businesses and qualifications are important but it does take time to train. Robertsons employ someone to support education for their core skills and visits primary and secondary school in Moray and Highland to support engagement for the future. It is important not to lose sight of manufacturing and forestry industries which are separate but related. We could focus on allowing people to stay in Moray but jobs outwith that support Moray industries are also important.</p> <p>AA stated that third sector are working on supporting people in Moray and Social Enterprise comes into this and working with Scotland wide network. DC to make a shift in wording for enterprise to include social enterprise.</p> <p>In relation to the four essential outcomes DC would like your contribution for each including who you would need to work with. Please pass on any comments to DC before next Friday (5<sup>th</sup> October) before the working group.</p>	<p>DC</p> <p>ALL</p>
<p><b>4.</b></p>	<p><b>Skills Investment Plan and Employability Governance</b></p> <p>RG reminded MEP that at a previous MEP meeting EKOS presented a high level action plan with actions under 4 themes and work to finalise a delivery plan to add flesh to this high level draft was nearing completion. This will include work to update the My Moray website. The launch was hoped to take place in October but still awaiting information from partners so will now be November at the earliest and may do dual launch with MES as they all link to the strategic overhaul including MGD.</p> <p>CLD diagram was circulated with the agenda papers.</p> <p>The then Director of Education and Social Care at the Council who has since left</p>	

	<p>Moray Council was the Employability Moray lead. In terms of the revised governance arrangements shown in the diagram, MEP should be the overarching strategic partnership and there would then be an Employability and Skills Group set up which would replace the Skills and Training Group and would be chaired by JG at the outset anyway.</p> <p>Everyone who has seen the proposal in the diagram so far is happy with it and this included the Community Planning Officers Group and the Community Planning Board but RG invited any further comments from MEP.</p> <p>DM mentioned to be aware that MEP would then come under Education Scotland if CLD was linked in through the Employability and Skills Group.</p> <p>JJ suggested waiting one more meeting until the strategy delivery and to look at the MEP delivery groups together.</p>	
<p><b>5.</b></p>	<p><b>LOIP Action Plan</b></p> <p>Action plan is currently sitting with partners at Community Partnership Board level – JG, DM and Maxine Scott have looked at actions for the economic development priority and pulled together indicators and targets that are most relevant. Most of the actions are direct from the Skills Investment Plan.</p> <p>JG will circulate once it has been returned in a more readable format but has the same sort of targets as MES.</p>	
<p><b>6.</b></p>	<p><b>Tourism – report by Moray Speyside Tourism (MST)</b></p> <p>Laurie circulated a summary of stats (also attached) and added that every single year Tourism is getting better and they are doing more. Tourism has not been done correctly in the past and has been challenging in the last 4-5 years but need to start looking at the next 5 years.</p> <p>MST have identified a funding model that is the Tourism Business Improvement District (T-BID) for the future of MST and from the 8<sup>th</sup> October every business will see electronic surveys to complete what they want and they will engage with everyone one by one to make sure they have spoken to everyone. They will launch ballot for yes funding and if not voted forward that will be the end from his perspective as other funding sources are neither adequate nor sustainable.</p> <p>JJ emphasised that we are facing a ‘cliff edge’ with regard to Tourism funding. Unless the Region secure the T-BID, or find another credible and enduring source of funding (and quickly), then the coordination and consolidation of tourism will be once again be on hold. He thanked LP for his both his commitment and energy – it makes all the difference.</p>	

	<p>Tourism tax which could be 2-3 years away is also a challenge and how it looks for tourism businesses so they will need to be convinced but requires support and effort to make both a T Bid and tourism tax work.</p> <p>FG added that he doesn't think it's right for every area and is all about balance and where there are significant infrastructure needs.</p>	
<p><b>7.</b></p>	<p><b>Media Report and Planning</b></p> <p>HR circulated summary stat, coverage and hits to website.</p> <ul style="list-style-type: none"> <li>• My Moray website is being revamped to mirror Talent Scotland.</li> <li>• Westminster and Holyrood event still to be confirmed.</li> <li>• Budget announcement from Chancellor around 29<sup>th</sup> October 2018.</li> <li>• Progress and key milestones for MGD.</li> <li>• Communications Plan for MST and supporting LP on bid campaign.</li> <li>• MES Launch</li> <li>• Moray Business week is coming up in November 2018.</li> </ul> <p>There is no resource to support Christmas as there has been in previous years. It caused issues last year with businesses/people who were not involved.</p> <p>HR did not receive any information for Northern Scot columns but If anyone would like mentioned in future column then contact HR direct. HIE will do one in November for MES.</p> <p>HR will send My Moray visuals to JC to email round MEP which shows messages to LIVE, WORK and INVEST in Moray. The website also still includes MGD and is a source for economic activity.</p> <p>There is also an employability website being created as part of the Skills Investment Plan work which focuses more on work, training and skills which will be linked with My Moray but will remain as two separate sites as there are two different audiences.</p>	<p><b>HR</b></p>
<p><b>8.</b></p>	<p><b>Partner updates</b></p> <p>Joanne circulated updates received so far prior to meeting.</p> <p>SM asked in relation to MGD if another deal is delayed for any reason does that push us back. RG advised how the process worked.</p> <p>AA added that LEADER funding is now in place and spend needs to be</p>	

	completed by December 2020. They have more than 20 applications in the pipeline and deadline for applications is 14 <sup>th</sup> October.	
<b>AOCB</b>	<p>There is not a NHS rep here but Moray Strategic Business Forum sent a letter regarding Dr Grays and long term concerns and is designed to be objective and to seek assurances on resilience for the future of Dr Grays. The letter has also gone to MSP/MP and JJ will advise on response.</p> <p>GL added that he doesn't think there is a risk but there has been bad communication to the public on what the impacts are. It was agreed that Pam Gowans and Jamie Hogg would be invited to the next MEP meeting to provide a presentation on NHS and Dr Grays. Pam Gowans is now the lead of Dr Grays and will help now that someone local is leading on it.</p> <p>We are also rebuilding the Moray Mortuary and investment planned but need to communicate this also.</p>	
	<p><b>Date of Next Meeting</b></p> <p>Thursday 13<sup>th</sup> December 2018 – James Jones</p>	