

Moray Economic Partnership (MEP)

Thursday 21st September 2017, 9:30am

Walkers Shortbread, Aberlour House, Aberlour, AB389LD

John Cowe (Chair) (JC)	Moray Council
James Johnston (Vice Chair) (JJ)	The Moray Strategic Business Forum
Jim Grant (JG)	The Moray Council
Steven Hutcheon (SH)	HIE
Dave McCallum (DM)	Skills Development Scotland
Ranald Robertson (RR)	Hitrans
Fraser Grieve (FG)	SCDI
Helen Ross (HS)	Muckle Media
Dawn McNiven (DM)	Platform PR
David Patterson (DP)	Moray College UHI
Lara MacKay (LM)	Moray Chamber of Commerce
Rhona Gunn (RG)	Moray Council
Joanne Chisholm (mins)	Moray Council

Apologies

Gordon Sutherland (GS)	Moray Council
Malcolm McNeil (MN)	tsiMoray
Murray Ferguson	CNPA
Laurie Piper (LP)	Moray Speyside Tourism

Item		
1.	<p>Jim Walker welcomed everyone to Aberlour House and explained that Walkers story began in 1898 when Joseph Walker opened his own bakery with a loan of £50 and within the first year moved to Speyside. During the 30s James and Joseph joined the company and by 1961 all three of James' children joined making the third generation of Walkers working for the family firm. By 1975 Walkers moved to a custom built factory which provided facilities to develop new products as well as exporting to over 60 countries around the world. Walkers now have many factories in Aberlour as well as another in Elgin and continue using the finest ingredients.</p>	
2.	<p>Media Report and Planning – Muckle Media</p> <p>Since the previous meeting of MEP at Macallan in May Muckle Media have been working mainly on Moray Growth Deal and the website is now set up along with video for My Moray. There have been 1200 unique visits to the website and 20 businesses have signed up with the Drouthy Cobbler being the most recent. Information has also been added to the Chamber of Commerce newsletter.</p> <p>There is public engagement via Facebook, Twitter and Instagram to drive people to take the survey and overall have received over 1,000 surveys via</p>	

	<p>the website. Muckle Media have attended Keith Show, Speyfest, Food and Drink Festival and yesterday at the Moray College where David Moreton and Jim Grant facilitated four workshops on Moray Growth Deal where they managed to complete 125 surveys from students.</p> <p>STV, MFR, Northern Scot and Press and Journal have been involved and John Cowe carried out an interview with Good Morning Scotland.</p> <p>Key points to be included in the next newsletter to get more businesses on board when identifying issues.</p> <ul style="list-style-type: none"> • Doors Open Day is this weekend and there is a Facebook Competition to win a night away in a caravan. • Videos are now available on My Moray website on why Moray/Speyside is a welcoming place to live and work. • There are six videos on Tourism in partnership with Visit Scotland. Laurie Piper can advise when they will go live and Muckle Media will circulate. • Forres and Elgin have been entered into Scotland’s Most Beautiful High Street. Muckle Media have been supporting on social media and in an interview with MRF. • Moray Business Week – DM and HR will meet with Lara to start in November. • DM is offering continued support for World Host and will be targeting Lossie and Buckie next. • Buckie Harbour – Muckle Media are working with Steven and there will be an article in the Northern Scot about Buckie and how it is busy. They will also try and aim at offshore magazines. • Gordon has been in touch regarding Christmas Campaign and will pick up on when he is back from leave. • Work has started on Apprenticeship Week in 2018. 	<p style="text-align: center;">HR</p> <p style="text-align: center;">DM, HR & LM</p> <p style="text-align: center;">GS</p>
3.	<p>Moray Growth Deal (MGD) - Progress</p> <p>RG advised this is going well so far and had been viewed favourably and as having progressed at good pace. Community engagement will take place until the end of September and board members have meantime progressed with business engagement holding a business breakfast and meetings with Moray Chamber of Commerce, the FSB, Strategic Business Forum and others representing businesses in Moray to gain support.</p>	

	<p>The Council Leader, Roddy Burns, Rachel Hunter (HIE) and David Patterson from Moray College are inviting local large size enterprises to receive a presentation on MGD to find out how they think the vision sounds and what the framework looks like. This will also give these businesses an opportunity to reveal if they have projects that funding can be used to their advantage as private sector buy ins have been seen in other deals. Given the level at which growth deals operate, it is likely that only businesses like these which are operating at significant scale will be able to engage in direct financial terms with the MGD. Wider business engagement and endorsement was however continuing to be sought at all levels.</p> <p>The deal process will be resource intensive and require clarity from Scottish and Westminster Government on projects that are/are not of interest. We need to clarify and consolidate our ask before they will take a final view on our portfolio of projects and they advised that they will proceed in lockstep with one another. Perhaps 2-3 projects may be added to our portfolio and some may come out or be radically amended but the group of projects will flex as changes are made in terms of our overall ask.</p> <p>Discussions have taken place with Keith Brown and Lord Duncan in September on the different constraints and policy considerations for each. Moray is broadly at the same stage as a range of other deals which are broadly “in negotiation” and the timescale for Moray was likely to be approximately 2 years from the start for an agreement in principle. In the next 6 months we need to look at consolidating, refining, adjusting and lobbying to get public statements of support including support from local businesses.</p> <p>There is currently a board set up for MGD but discussions were had if there was scope for an assembly or sounding board with ambassadors to be formed? It was agreed this is a good option and RG will progress.</p> <p>DP added that if priorities remain on the table for University and College work then it would tick a number of boxes at the same time.</p> <p>Meeting to be held with both sets of Government advisers on 5th October 2017 and officers will be asking for feedback project by project. Documents have been produced to tell the MGD story and public facing Statement of Intent document posted on My Moray website which is a version without projects but tells the story and themes.</p> <p>It was agreed to rethink and revise timeline to strengthen our case and continue communication with Scottish Government and Westminster. Elgin BID to send out simple messages to businesses.</p> <p>JC recognised it has been a good effort from Rhona, Jim and the team so far.</p>	<p>RG</p> <p>RG</p>
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CPP Governance and Local Outcome Improvement Plan (LOIP) – Update

A draft plan will go to the Community Planning Board at the end of September but the governance and draft is still being worked on.

The LOIP will take place of Moray 2020/2023/2026 and will take a different angle focused on reducing inequalities. Every authority needs a LOIP and at least one locality plan. LOIP analysis explains how each Associated School Group area across Moray is profiled and drills down on issues in each a area. Locality Plans will focus on particular town/community within a town.

A presentation was carried out at MEP in May showing variable outcomes for children, divide between rural/towns and access and connectivity data. Looking at data and foundations for LOIP a vision was created and work was still ongoing to –

1. Collect and share information effectively
2. Work in partnership to improve outcomes
3. Identify areas for prevention, intervening earlier
4. Provide greater focus on outcomes & clarity of success measures.
5. Resolve governance structure
6. Agree approach to community engagement
7. Agree joint resources

RG circulated priorities at that point and how each priority will be addressed –

1. Growing and diverse economy
2. Building a future for young
3. Connections and access
4. Our relationship with Alcohol
5. Supporting Woman and Families
6. Vulnerable Community

The view is that MEP is the correct vehicle for growing diverse economy but not for young people or supporting women and families. MGD should look at growing diverse economy and merge actions under MES and MGD with actions from LOIP. Aging population and obesity is being looked at but not referenced in LOIP.

DP added that alcohol may be one for MEP to look at and was confirmed that Laurie Pipe is looking at this for visitor centre and business for major distilling.

Community Planning Board will need to approve and draft LOIP will be refined for their November meeting and an updated version will be reported back to MEP in December 2017 if possible.

5.	<p>MEP Targets</p> <p>JC confirmed that MEP will continue to use targets and JG to provide updates -</p> <p>Chart 2 – How we want to see our population grow Already ahead of 2020 target but there may be further impact from MOD. Will require to balance out population better & MEP to look at better target for the revised Moray Economic strategy</p> <p>Chart 3 – Median gross full-time weekly wage Information was initially provided by reference to those working in Moray but figures distorted due to oil. This is now calculated by wage by residence but the gap with national trends is narrowing for both.</p> <p>Chart 4 – Workforce in private sector Includes farm/agriculture/fishing. Volunteer and self-employed are excluded from results. National statistics are available but one measure shows increase and one decrease. Impacts at Lossie will have huge effect so in state of flux till more clarification.</p> <p>Chart 5 – How long does it take to process a Planning Application This is now a LGBF indicator and its inclusion will be reviewed.</p> <p>Chart 6 – Progress in dualling A9 & A96 Different sections of roads at different stages but some construction has commenced on both roads. MEP has a lobbying role to identify local need. Stage now to have route in place in one years' time.</p> <p>Chart 7 & 8 – Business Start-ups Birth rates are lower and but there is an argument that higher rates not a good thing as can indicate a struggling economy as people lose jobs and become self-employed. There have been more births than deaths so positive overall.</p> <p>Chart 9 – % of premises with next generation broadband This shows the access not actual take up speed at premises. 95% premises by the end of 2017 with access in Moray 94% with minimum speed of 30Mbps.</p> <p>It was agreed to replace the time to process Planning Applications with an indicator for Building Warrants HIE figures and information from Mackay consultations to be circulated to MEP.</p>	<p>JG</p> <p>GS</p>
6.	<p>Moray Skills Investment Plan</p> <p>SDS and Moray Council have put together Moray Skills Investment Plan to support Employability Moray and MGD. They have been working with</p>	

	<p>John Kelly at EKOS and main objectives are future skills, meeting local employers and opportunity and challenges for young people. They have received information from HIE and study method complete, spoke to stakeholders and carried out student workshops at Buckie High, Speyside, Keith and Moray College as well as completing parent and business surveys.</p> <p>Key messages –</p> <ul style="list-style-type: none"> • Employment Opportunities • Employer Engagement • Skills Infrastructure • Demographics and People <p>Feedback received back from Students re concerns on-</p> <ul style="list-style-type: none"> • Teacher shortages • Lack of work placements – opportunities limited • Work available such as apprenticeships • Student accommodation and transport <p>Feedback received back from Parents –</p> <ul style="list-style-type: none"> • 56% reported sufficient info to make choices • Improvement on careers information and advice • Teacher shortages • Opportunities for real-life work opportunities <p>Opportunities and careers in Moray is an issue and we need to raise awareness to parents of the opportunities across Moray.</p> <p>Feedback received back from local businesses -</p> <ul style="list-style-type: none"> • Retaining staff • Not the correct mix of skills • Lack of awareness of the range of jobs available in the sector • Close alignment of curriculum/courses with employers needs. <p>Another key issue would be Brexit Implications.</p> <p>DM to chase draft report and will circulate to MEP.</p>	DM
7.	<p>Development and Inward investment Group</p> <p>Buckie – MORL now have the contract for difference and are in discussions with Moray Council for an opportunity to use Buckie as a base port</p> <p>Barmuckity – funding is in place and there is a planning application for a company interested in a site on the business park.</p> <p>March Road – Moray Council is progressing.</p> <p>Planning Permission - 25mw solar farm approved and 50mw in process of Section 36 consent. There is also an application for warehousing.</p>	

	<p>Forres Enterprise Park – There are two new tenants (video company and business consultants) and are dealing with enquiries for new businesses coming onto the park. Planning application has been submitted for other sites.</p>	
8.	<p>Partner updates</p> <p>JC highlighted that it was good to see David Patterson back and asked for partner updates round the table -</p> <p>HIE – David Oxley has been successful in the post of Director of Business Growth and the area manager’s post is now vacant. HIE will be recruiting but no timescale yet and Rachel will be in post until Christmas.</p> <p>Hitrans – Forres Station will be opening in the middle of October and there will be no trains for a couple of weeks. RR also echoed what JC mentioned about A96 and that they are well ahead of the eastern section.</p> <p>Brexit and Digital roll out to be added to the next agenda.</p>	
	<p>Date of Next Meeting</p> <p>Thursday 14th December 2017 – venue to be confirmed.</p>	