

## Moray Economic Partnership

Board Room, Moray College UHI, Elgin

Thursday 31<sup>st</sup> May 2018 – 10am

### In attendance

John Cowe (Chair)	Moray Council
James Johnston	The Moray Strategic Business Forum
Rhona Gunn	Moray Council
Jim Grant	Moray Council
Gordon Sutherland	Moray Council
Ranald Robertson	Hitrans
Dave McCallum	SDS
David Patterson	Moray College
Fraser Grieve	SCDI
Donna Chisholm	HIE
Sarah Medcraf	Moray Chamber of Commerce
Helen Ross	Muckle Media
Stephen Sheridan	SDS
Andrew Anderson	TSIMoray
Laurie Piper	Moray Speyside Tourism
Brian McLeish	Scottish Development International
Murray Ferguson	CNPA
Joanne Chisholm (mins)	Moray Council

### Apologies

Seonag Campbell	SDS
Jane Cumming	Platform PR
Dawn McNiven	Platform PR
Pam Gowans	Moray Council

Item		Action
1.	<p><b>Scotland is Now</b></p> <p>John welcomed Brian McLeish to Moray Economic Partnership.</p> <p>Brian explained <i>Scotland is Now</i> was 18 months in development and core partners are Visit Scotland, Scottish Enterprise, Scottish Development International and Scottish Government. <i>Scotland is Now</i> want to show what Scotland has to offer and would like more people involved to tell their story. An overall picture showing Scotland's reputation in the National Performance Framework is 15 out of 50 on the index.</p> <p>A brand toolkit/asset library contains pictures, videos, core scripts and</p>	

	<p>guidelines and would like Universities, Local Authorities and the Private Sector to be involved.</p> <p>Social Media–</p> <p>Twitter - @Scotland #Scotlandisnow  Facebook – @Scotlandisnow  Instagram - @Scotlandisnow</p> <p>Website - <a href="https://www.scotland.org/">https://www.scotland.org/</a></p> <p>Brian invited members of MEP to look at the website where anyone can share stories, download material and suggest content for the asset library. The audience is global for people who want to visit, invest, live, work or study in Scotland. <i>Scotland is Now</i> is an overall brand and current targeting is in New York, California and London.</p> <p>Donna drew attention to UHI and HIE not showing as key partners on the website or the slides. Brian explained that SDI and SE are linked and use the same marketing as HIE but HIE is not included.</p> <p>There is a group of core partners that meet and an additional group of core partners and other key partners including SDS, HIE and Creative Scotland.</p> <p>Edrington are in conversations with <i>Scotland is Now</i> on how they will be involved and there have also had financial services built from the bottom up with <i>Scotland is Now</i> branding. Others are still at an early stage.</p> <p>Gordon has started to populate you tube with videos for Moray. Gordon will circulate a link round board members to show what has been done so far. Brian can also share anything with #ScotlandIsNow on twitter.</p>	<b>GS</b>
<b>2.</b>	<b>Meeting Note and Action Plan</b>  Meeting note approved as an accurate record.	
<b>3.</b>	<b>Moray Growth Bid</b>  A report prepared for the Community Planning Partnership has already been circulated round the board via email. The timing of the report meant that it had to go to Community Planning Partnership first and then to MEP. There are a total of 13 projects (12 submitted) and an additional project from GSA around Creative Wellbeing.  A core team will be attending a workshop in Edinburgh next week and some project leads will dial in to provide an overview on each project. After the workshop we should have a better indication on the scale of	

	<p>interest and support from Scottish Government. Westminster have not yet given Moray the political green light but Douglas Ross now has a date arranged to meet with the Chancellor to discuss Moray Growth Deal and we will be hoping for an announcement soon. Meanwhile, the next stage is to get to Heads of Terms. Hoping for an announcement before 20th/21<sup>st</sup> July 2018 but the timing is wholly unpredictable.</p> <p>Policy advisors are working on other deals in the pipeline. Stirling and Clackmannanshire announced growth deal this morning (their Heads of Terms), Edinburgh and Tay Cities should follow shortly to HoT and Ayrshires had their green light announcement a few weeks ago. We are recognised as being ready to progress to Heads of Terms by about the start of 2019 but the timing is dictated by politics.</p> <p>The Moray Growth Deal board discussed which projects are red line projects as not all will end up in the Heads of Terms agreement and some will require external support to get to the final stage of HoT.</p> <p>The Strategic Outline Programme is an overview of where we are and how the projects tie in with vision and objectives.</p> <p>Rhona confirmed that additional resources would be required for some projects and these should be focussed initially on the red line projects, but until the first workshop we don't know where that investment would be returned.</p> <p>The first meeting of the Business Assembly will take place next week. The assembly will be a sounding board for business interests as the deal develops and its members will act as advocates for the deal. After the business assembly and workshop another communication will go out to all as there has been no information circulated since last April.</p> <p>JC thanked all for the work put in so far.</p>	
<p><b>4.</b></p>	<p><b>Moray Economic Strategy</b></p> <p>Donna updated MEP on her work so far on Moray Economic Strategy and explained that it will be a light touch approach with a 10 year focus in alignment with Moray Growth Deal. It will be a strategic document with key facts and built around key milestones.</p> <p>Donna referenced many existing documents and the previous strategy from 2012 and highlighted what hasn't changed from the original document such as low pay issues, pay gap, professional jobs, etc. A small working group meeting took place in March and then in April a smaller group went through issues in more detail.</p>	

	<p>The main features to focus on now are what we can influence and change and to have a logic model shaping what goes into the document to include priorities/actions. Collaborative working is important for it to work for everyone especially private sector, government and public sector partners drawing from key plans already in place.</p> <p>The structure is to have something short that summarises strengths, themes and ambition for Moray. The reporting structure will come back to MEP in the first instance.</p> <p>After discussions, Donna confirmed that the revised Strategy should be ready to be published in October and an event could be launched around it with a short consultation period. The sub group are to meet again in Mid-June and HIE have engaged with someone to write the strategy to meet the October deadline who are due to start in 2 weeks.</p>	
5.	<p><b>Media Report and Planning</b></p> <p>Helen confirmed from 1<sup>st</sup> February 2018 – May 2018 there have been 52 items covered and the Coverage Book is linked on the agenda. The main focus is on Moray Growth Deal and the visit from David Mundell which was a great success at Gordon McPhail in April.</p> <p>Press releases on key projects from the Moray Growth Deal were released - College Hubs, Industry 4.0 and Cultural Quarter which went down well. A business leader aligned to each project will film a piece which will be released alongside the project.</p> <p>The My Moray reach is increasing and has 70 new likes, new followers on Instagram and 783 visits to website.</p> <p>The website will also be changing to a simple blog post website as the current My Moray is not fit for purpose. Discussions have taken place with Gordon, Rhona and Donna and visuals circulated and the whole website will be redesigned to be more visually appealing and easier to navigate and is looking for feedback from MEP members by the end of July/early August.</p> <p>Video and content already complete for Michael Urquhart and a press release will be done after workshop and business assembly next week.</p> <p>After the Summer recess there will hopefully be some influencers events at Westminster and Holyrood hosted by Douglas Ross and Richard Lochhead who were supportive in principle.</p> <p>90% focus is now on Moray Growth Deal but they also have a plan for</p>	

	<p>non Moray Growth Deal work which Helen will circulate.</p> <p>Laurie will do an article on Moray Speyside Tourism, John Cowe will continue with his weekly article in the Northern Scot and Ranald has covered his first column. If any of the other partners would like to have a turn in the Northern Scot Editorial Column they should get in touch with Helen. John will do a round of up the year in December.</p> <p>Closer to December they will look at Christmas and possibly reuse content from before or if any partners would be interested in taking the lead they are welcome to do so as Muckle Media will be busy with Moray Growth Deal.</p> <p>Helen will also add in Economic Strategy event for October but in the meantime if anyone would like anything to be circulated to use hashtag #mymoray and Helen will pick up.</p>	
<p><b>6.</b></p>	<p><b>Partner Updates</b></p> <p>Partner updates February - May attached.</p>	
<p><b>7.</b></p>	<p><b>Date of next meeting</b></p> <p>Thursday 27<sup>th</sup> September 2018 – venue to be confirmed.</p>	