

Moray Economic Partnership

James Jones and Sons, Forres

Thursday 14 June 2019, 9.30am

Graham Leadbitter (Chair)	Moray Council
Rhona Gunn	Moray Council
Jim Grant	Moray Council
Ranald Robertson	Hitrans
Donna Chisholm	HIE
Laurie Piper	Moray Speyside Tourism
Ewen Mcintosh	Gordon and McPhail
Andrew Anderson	TSI Moray
Katherine Macintosh	Robertson Construction
Sarah Medcraf	Moray Chamber of Commerce
Stephen Sheridan	Skills Development Scotland
Nathalie Agnew	Muckle Media
Caroline O'Connor	Moray Council
Pearl Hamilton	FSB
Angus Mcfarlane	James Jones and Sons, Forres
James Kellas	James Jones and Sons, Forres

Apologies

Jamie Hogg	NHS Grampian
David Patterson	Moray College UHI

1.	Presentation from James Jones and Sons Limited AM and JG gave a presentation on growth within the company however noted external bureaucratic issues with further expansion at the site relating to the ground owned by Network Rail. If successful in securing additional ground, consultation is then required, meaning the process could realistically take a 4-6 month period.	
2.	Meeting Note and Actions from 28 February 2019 Introductions took place and it was noted this was a changed Board to make more representative with increased business involvement. Minute approved as an accurate record.	

<p>3.</p>	<p>Progress towards a Tourism Business Improvement District</p> <p>LP provided an update for the meeting on progress towards TBID proposed to create an independent and financially sustainable future, free from public funding which will give businesses control over tourism development and marketing of their area.</p> <p>Noted that tourism value has increased by £30M since the establishment of Moray Speyside Tourism. The proposed levy will generate a net income of £166K, more than double the amount currently invested in the current Moray Speyside Tourism model.</p> <p>Levy will be introduced for properties with rateable value of £2,000 or above. Only distilleries with visitor centres to be included, not garden centres at the moment.</p> <p>By 4 December LP requires to have spoken to 50% of 400 businesses. 12 public meetings will be held in 8 locations. Ballot result will be known by 17 January 2020. If approved will start trading on 1 April 2020 for a five year term of office.</p> <p>DC advised if successful HIE would be a supporter in future projects rather than core funder as the sector needs to take control of its future.</p> <p>In response to a query re Elgin BID, it will be communicated to businesses that they will not be asked to pay twice.</p> <p>Noted Tourism Tax is massive opportunity as if pitched right, should be place for Moray round the table. GL confirmed that Admin Group is supportive but in no rush to introduce and does not intend to pursue while TBID is being progressed.</p> <p>EM asked if there was anything partners could do to assist. LP to come with specific asks.</p>	<p>LP</p>
<p>4.</p>	<p>Business Accelerator in Moray</p> <p>DC noted the delivery contract has just been awarded to Elevator UK. As highlighted in the MES, there is a slow start up rate and slow growth rate in Moray. This pilot is the test business appetite for entrepreneurial business skills development. Potential is that both businesses and social enterprises would be accepted, so wouldn't be prescriptive. The programme is 13 weeks, done 1 day per week shared between teaching and workshops.</p> <p>Key outputs would like to target around 20 businesses to participate (though open to 30), would like to be 50% to be women, 75% to complete the programme, 5 sectors or more are represented, geographic distribution, 10 additional jobs after 6 months, external funding as growth has to be fuelled by finance.</p> <p>SM welcome that it is not sector specific. KM is concerned that gender target might cause difficulty. This was accepted. Noted economic growth is the main focus. NA has experience of marketing accelerators and can assist. EM stated the important point in stating ambition is to generate new business outside the</p>	

	<p>area.</p> <p>SM queried what business support will there be after the programme. DC said participants would be brought into HIE Pipeline or supported by Business Gateway if they complete. Craig Robertson has an identified list of approx 10. In regard to comms & PR, LP suggested specialist advice needs to be brought in at an early stage. GL suggested regulation and compliance are a significant barrier for businesses when starting up. Note the proposed timescale is to promote in July and August, with the programme starting at beginning of September ensuring completion by Christmas.</p> <p>Actions:-</p> <ul style="list-style-type: none"> • PH to share through Bitesize newsletters. • AA to liaise with FV and Jackie re TSI input. • NA to email DC with key observations from her experience 	<p>PH AA NA</p>
<p>5.</p>	<p>Moray Growth Deal</p> <p>GL event in Westminster was very successful. Quantum announcement likely pushed back to August due to political issues at Westminster.</p> <p>RG as working towards quantum announcement at beginning of June had to proceed with reports with CPB and Council. Huge support to the event was gratefully received. Douglas Ross is working hard to push the deal which is important as SG funding will match UK govt funding.</p> <p>There will be no revenue UK govt as difficult of precedent. SG willing to provide no more than 10% in revenue funds which will be challenging. Will not get any more progress from SG until figure is known.</p> <p>The Deal Negotiating Team comprises of DC, JG, GL, RG and Isla Morrison who is the community rep on Youth Parliament. They have been meeting as the governance is complex to discuss how to leverage in additional funding and trim projects. Have met twice to get up to speed but can't progress until we have the figures.</p> <p>RG is confident Moray will get a good Deal which will benefit the single authority approach taken. GL will continue conversations once announcement has been made. Conversations have been taking place re area of ground for aviation academy.</p>	
<p>6.</p>	<p>Communication Plan on Quantum Announcement</p> <p>Plan in place however is being reshaped now the date of the announcement has been moved, though still aware this could happen at short notice. Filming is taking place next week in order that it is not time dated and can be released when announcement is made. Sound clips, photography and infographics are also to be used.</p> <p>Working is being done on stakeholder toolkit which will be circulated to everyone so it can be used within their own channels. RG stated it is important as the last</p>	

	<p>opportunity to get everyone on board to understand that it is project based so not only about where they are based but the wider impacts for the Moray area.</p> <p>In relation to Heads of terms, the biggest challenge will be explaining why the projects have been chosen. Isla Morrison will be filmed along with students at college re what we hope will be happening at the college and Anita Milne re transport challenges. Noted it needs to be demonstrated the Deal is not about big businesses.</p>	
<p>7.</p>	<p>Update on Skills Plan</p> <p>Majority are all on target and most are completed or if not, there is good reason why they have not been completed. Partners involved in the group delivering are working well together. Employee engagement remains biggest challenge, will be looking at that going forward. New actions to come forward. Employability Group will be held in different schools and build better links to work on engagement piece which is one area not been addressed strongly enough. Last action was Brexit Plan – each agency has done theirs, work has been done and this to be continued as it evolves. COSLA is taking active lead on that.</p> <p>3.1 Gap analysis – DC suggested the College be asked to give a presentation to MEP as to what active steps they are taking. Noted the main partners delivering are HIE, Moray and SDS and all partners are following plan and putting investment into those actions.</p> <p>Action:-</p> <ul style="list-style-type: none"> • Moray College to be asked to give a presentation on gap analysis to the next meeting of MEP in September. 	<p>DC to request from DP</p>
<p>8.</p>	<p>Date of Next Meeting</p> <p>26 September 2019 at 10am in Rothes/Keith.</p>	