

Moray Economic Partnership

Skype Meeting

Wednesday 27 May 2020 14:00

Graham Leadbitter (Chair)	Moray Council
Rhona Gunn	Moray Council
Sarah Medcraf	Chamber of Commerce
Katherine Mackintosh	Robertson
Laurie Piper	Moray Speyside Tourism
Jackie Maclaren	tsiMoray
David Patterson	Moray UHI
Michael O'Donnell	Moray Council
Stephen Sheridan	SDS
Stuart Black	HIE
Rona Campbell	HIE
Kerry Williams (minutes)	HIE
Ewen McKintosh	Gordon & MacPhail

Apologies

Andrew Anderson (Jackie Maclaren representing)	tsiMoray
Jim Grant (Michael O'Donnell representing)	Moray Council
Dr Jamie Hogg	NHS Grampian
Pearl Hamilton	FSB

	Introductions took place and apologies received. Previous meeting cancelled due to Coronavirus lockdown. Meeting called to discuss impact, effect and recovery process.	
1.	Role of MEP in Economic Recovery <p>The role of the MEP is to drive the local economic recovery. The partnership developed the Moray Economic Strategy which gives general direction of where we should be concentrating with the core strategies as relevant now as the day they were written and are still applicable to the desired long term strategic direction for the Moray economy. Resources can be applied whilst adjusting to the present climate.</p> <p>It was suggested that a bridging approach with transition to the new normal would be sensible and to assess and prioritise as Moray covers a small area with a large spectrum of issues to take into account.</p> <p>The Business Resilience Forum was set up to deal with the initial impact and</p>	

	<p>feed back to the MEP. It will pass the recovery role to the MEP.</p> <p>It was agreed that we need to develop an interim strategy for recovery to guide the MEP during the recovery phase, This strategy can be built on and reviewed to keep on track.</p> <p>The action plan in the existing Moray Economic Strategy going forward needs to be adjusted considerably as these are unrepresented times and we have no data to compare it with. Case studies need to assessed and analysed.</p>	
<p>2.</p>	<p>Initial Impact Assessment and Economic Overview – Report to Moray Council Emergency Cabinet 21.5.20</p> <p>This initial report captured a snapshot of the national economic situation and how it would affect the Moray economy. Since the report was written, there have been significant changes especially in the unemployment figures.</p> <p>Approximately 75% of businesses across Scotland’s private sector have used the furlough scheme with around one third of private sector employees on furlough. It was suggested that there could be some additional figures to reflect the number of furloughed staff throughout Moray and potential future redundancies.</p> <p>Where some industries have not been affected eg, the military and agriculture gives us an advantage, rural areas have very much been disadvantaged due to the numbers of self-employed and small businesses. There are positives and negatives of the situation. Diversity is a strength of Moray and it is an opportunity to extend customer base through online means.</p> <p>It was suggested that the impact on the third sector could also be included in the report.</p> <p>There was also a discussion of what future talent attraction would look like with more people potentially looking to move to rural areas and work from home.</p> <p>Action: tsiMoray to feed into report the effect on communities</p> <p>Action: RC/SS to feed talent attraction into the report</p> <p>Action: MO to gather data of furloughed staff in the region against the national figure.</p> <p>Action: Everyone to feed back to MO local intelligence from their sectors to</p>	<p>JM</p> <p>RC/SS</p> <p>MO</p>

	<p>feed into a live impact assessment document. This action links with first action in item 5.</p>	<p>ALL</p>
<p>3.</p>	<p>Round Table Discussion</p> <p>Appendix 2: Moray Economic Recovery Vision and Principles sets out the draft guiding bridging vision for the strategy to deliver economic recovery. It was agreed that the vision needed to focus on the shorter term and the immediate work that is required to stabilise the economy, enable its survival and restart activity so we can then move to looking at the medium term and a return to growth, which is what the existing vision in MES and associated strategies currently focus on.</p> <p>Important for the strategy to concentrate on recovery first, prioritising on the urgent need, then to review where we were, where we are and where we have fallen, with a sharper focus on some sectors going forwards. The strategy should encompass the views of the widest range of stakeholders possible and consultation with communities is essential.</p> <p>The work of DYW is very important as part of the transition response. Young people are affected by the challenging employment market and changing working model working from home, meaning young people do not get the experience of working in an office environment and reduced productivity.</p> <p>Need to push out relevant information to businesses at the right time for them and for businesses to engage in what is already available. Great work already being carried out by Business Gateway and Moray Chamber.</p> <p>Terminology is similar to wartime/peacetime challenges in appendix but first steps are to support businesses in survival mode and then move to recovery. Everything is an unknown quantity and so support is needed to retain existing businesses.</p> <p>Need to engage with communities who are fearful and unsure. Recovery is desired but also want to keep communities safe, notably around tourism. There needs to be national messaging and phases of recovery on what is essential.</p> <p>The over 60s are particularly cautious but are the large contributors to the economy. They may have limited online ability and future models need to take into account changing shopping habits. Encouraging local businesses to develop new approaches to click and collect/deliveries or encourage to keep it going. Gather consensus from consumers what they want.</p>	

	<p>Consider Public Health advice with track and trace ability. Businesses will encounter difficulty if they have to close because of one member of staff has fallen ill. Local authority to coordinate a message for public safety.</p> <p>Need to find solutions about transitions and making them resilient.</p> <p>Looking at medium term action plan over the summer months. Take stock regularly and keep on track. Sharper focus is required in the shorter term. From the first version of the impact assessment, split off into themes and working groups to ensure impact is right. There needs to be strong communication and ways to safely engage with communities.</p> <p>MGD – SG ministers have written letter of comfort with Draft Heads of Terms to progress projects ASAP and bringing forward funding to assist recovery. Governments keen to see capital projects up and running. High level risk register is required but it is important to drill down to all sectors.</p> <p>The housing market is picking up in rural areas. Public transport and connectivity reduce carbon levels but needs to be available to those who do not have own vehicles. R100 programme is delayed and digital connectivity is restricted in parts of Moray.</p> <p>Action: Moray Council to coordinate message for public safety and ways to safely engage communities.</p> <p>Action: Everyone to comment and feedback on first version of the Vision and Principles (Appendix 2) within 5 working days of the revised minutes being distributed. The final draft will then be presented to MEP for approval at the next meeting.</p>	<p>JG</p> <p>JG</p> <p>ALL</p>
<p>5.</p>	<p>Sector Impact</p> <p>Important to network and gather local intelligence to understand the impact. Speak with local accountants and bank business relationship managers who have the knowledge as a source of advice.</p> <p>Consider the size of market and new business developments.</p> <p>MO working on sectoral impact assessment with some potential actions. Look at getting information out for comments to develop it further. Once agreed this could form the basis for prioritisation and enable sectoral working groups to be established with the relevant expertise pulled in.</p> <p>The RAG report MO has drafted identifies the impacts however there is a risk of excluding certain categories and all sectors must be considered. The oil</p>	<p>SB</p>

	<p>and gas sector is particularly important as they live in the area but do not necessarily work in Moray. Redundancies will certainly have an impact on the region. Some jobs are ringfenced in the industry as they are critical.</p> <p>Consider the impact of large scale developments, eg road/rail (such as A96, R100) and how this will impact recovery. Attention should also be paid to infrastructure out with Moray that the region relies on, such as Inverness and Aberdeen airports. Plans for these should stay on track and perhaps look at trying to expedite developments and bring forward 1 or 2 years to assist recovery.</p> <p>Action: MO to circulate draft sectoral impact assessment for comments to be received prior to next meeting.</p> <p>Action: SB to speak to local accountants and bank business relationship managers to gather intelligence of the impact on businesses.</p>	<p>All</p> <p>SB</p>
6.	<p>Renewal and Recovery Board</p> <p>It was agreed an additional two councillor members join the MEP board as they will have a broader representation for the community. This membership will be kept under review.</p>	RG
7.	<p>AOB</p> <p>Consider whether there be a review of the provision of public toilets in light of recent restrictions.</p> <p>Frequency of meetings agreed monthly. Smaller working groups to be formed with action plans to focus on.</p> <p>Survey to go out to agree the platform (technology) for future meetings</p> <p>ACTION: KW to send out survey to members to agree future meeting platform.</p>	KW
	<p>Date and time of next meeting</p> <p>Wednesday 24th June 2020 (2:00pm – 3:00pm)</p>	