

**Moray Economic Strategy  
 Programme Managers meeting  
 Thursday 21<sup>st</sup> May 2015, 9am  
 Board Room, Highlands and Islands Enterprise (HIE), Moray Area Office, Forres**

**Meeting note**

<b>Attendees</b>	Andrew Anderson (AA) and Nicole Green (NG) – HIE; Jacqui Taylor (JT) – Moray College UHI; Jim Grant (JG), Gordon Sutherland (GS), Rhona Gunn (RG) – Moray Council; Dawn McNiven (DM) - dmdotpr
<b>Apologies</b>	Stephen Cooper (SC) – Moray Council
<b>Chair</b>	Steven Hutcheon (SH) - HIE

1) Review of previous meeting note – 17.02.15

Accepted as written.

2) Feedback on actions from previous meeting

<b>Action number</b>	<b>Agenda item</b>	<b>Decision</b>	<b>Action by</b>
2	4	Discuss incorporating a poll/survey re the A95 project on the Moray Speyside Tourism website with CT.	AA

Action carried forward.

All other actions completed to date.

3) Moray Skills Pipeline – European funding

Problems throughout the bidding process were discussed with the hope that the process for future bids will be smoother.

RG and JG to meet with Skills and Training Group to identify gaps and discuss resource requirements.

4) Moray Economic Partnership (MEP) – annual progress report to Community Planning Partnership – 13.08.15 – Gordon Sutherland (GS)

GS has updated the charts within this document and is now looking for each programme group to update the actions. With regards to targets it would be helpful to know if they are not being met and why, do they need adjusted? This is to be completed and sent to GS by the 19<sup>th</sup> of June. GS to recirculate document.

Confidence rating: 1- low to 4 – high.

5) Communications/engagement

*13 Feb to 8 May 2015 - Coverage*

- Castle to Cathedral to Cashmere
- Spaceport – waiting to see next steps
- World Host training – using marketing grant from People1st. A student has been employed to engage with businesses and help build momentum.
- Tourism Seminar and expo

- Craigellachie Bridge Stamp
- Culture Strategy
- Space Game Sponsorship
- Modern Apprenticeships
- Assisting in managing negative stories – Accunostics, McKellar and Spaceport

*Potential future stories*

- Food and Drink
- Macbeth film opportunity
- Family firms story
- Moray Speyside Tourism Initiatives
  - 3 themes – leaflets (possibly video) Coast/Food and Drink/Cycling.

*Support for other initiatives*

- The Real Macbeth – possible Alan Cumming documentary
- The Real Macbeth – capitalising on new film
- Elgin BID leaflet on food and drink
- Food and drink – video/photography courses
- Have a very Moray Christmas – building on success of advent calendar card
- A95 upgrade lobby

The team are starting to look for stories for next year's Year of Innovation, Architecture and Design to discuss with Event Scotland.

Update on Macbeth – Visit Scotland is in dialogue with Studio Canal regarding a partnership to promote the new film on Macbeth which is due for release in the UK in October. Visit Scotland's interest would be in three areas: the film location (Skye), Shakespeare's Macbeth and the real Macbeth. There are huge opportunities for Moray here and there have already been approaches from Japanese TV and Italian TV. A sub-committee is being proposed through the Tourism and Culture Group to act upon the opportunities.

Video – The team are looking into helping to support a student project on video clips to promote Moray in a light-hearted way.

6) Update from programme groups

*JG – Development Group*

JG circulated an update which was written for the MEP to those in attendance. JG to circulate via email and all groups to provide an update in this format by the 19<sup>th</sup> of June. This is to inform the refresh of the Moray Economic Strategy. GS to circulate list of projects currently within strategy. During this exercise new projects to include in strategy should also be identified.

JG made those in attendance aware that the current groups are also under review. Development and Inward Investment and Business Growth groups may be merged, this is yet to be confirmed.

There was discussion around whether there should be an inequalities group within the strategy. Uncertainty as to whether this is within the MEP remit.

The review process should be over by September.

*JT – Skills and Training Group*

The group have revised their action plan to map their priorities against the Regional Skills Investment Plan and the Scotland's Young Workforce. Jim Morris, Moray Council Education

Services, has joined the group as a replacement for Joe Bodman. The group would like additional representation from Moray Council.

Jobsfayre was held on 18<sup>th</sup> April and looks to be an annual event.

Scottish Apprenticeship Week (18<sup>th</sup> to 20<sup>th</sup> May) – case studies have been passed to SDS for use as publicity material.

The Invest in Youth Group has been set up as a sub group of the Employability Action Group.

Education links with industry – Johnstons of Elgin – 8 young people will be attending Johnstons to work and learn about the jobs and skill requirements for the company. There will also be students from Elgin Academy teaching Johnstons' staff how to use Prezi software. Students from Buckie High will be working for three days developing videos for the company.

National Skills for Work Conversation Day – 3<sup>rd</sup> September, Elgin Town Hall.

#### *AA – Tourism and Culture Group*

Moray Speyside Tourism continues to develop partnerships and engage with businesses. Moray was represented at the Visit Scotland Expo by Moray Speyside Tourism in partnership with the Craigellachie Hotel and Johnstons of Elgin.

The group intend to review membership and increase business representation.

There are currently four proposed sites to be considered for use as an arts centre in Moray – Grant Lodge, St Giles Church, Elgin Town Hall and the Lantern of the North project (South Street, Elgin).

#### *SH – Inward Investment and Business Growth Group*

Spaceport – Richard Lochhead MSP and Angus Robertson MP are in support of preparing a business case for joint ownership of the Kinloss site with the Ministry of Defence.

Buckie Harbour – EDPR will be bidding in the next round for the Contract for Difference.

Enterprise Park Forres (EPF) – A planning consultant has been appointed to advise on the next phase of development of the EPF. There continues to be a healthy line of enquiries regarding vacant units on the part.

The Energy North event went ahead however the focus was on Renewable Energy rather than Oil and Gas. Further work will be done to bring an Oil and Gas event to Moray.

7) AOB

8) Date and chair of next meeting

Date	Time	Venue	Chair
20.08.15	9am	Board Room, HIE Moray, Forres	Stephen Cooper

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1	1	Discuss incorporating a poll/survey re the A95 project on the Moray Speyside Tourism website with CT.	AA
2	3	Meet with Skills and Training Group to identify gaps and discuss resource requirements.	RG, JG
3	4	Update on MEP progress report to be completed and sent to GS by the 19 <sup>th</sup> of June. GS to recirculate document.	All / GS
4	6	JG to circulate format for update. All groups to provide an update in this format by the 19 <sup>th</sup> of June to JG.	JG / All
5	6	Circulate list of projects currently within strategy.	GS