

**MEP**  
**10 December 2015**  
**The Moray Council, Annexe Building, Training Room 1**

John Cowe(JC)	Chair	The Moray Council
Jane Cumming (JACU)		Platform PR
Dawn McNiven (DMcN)		Platform PR
Margery McLennan (MM)		Chamber of Commerce
Gordon Sutherland (GS)		The Moray Council
Dave McCallam (DMcC)		Skills Development Scotland
Andrew Anderson (AA)		HIE
Rhona Gunn (RG)		The Moray Council
Jim Grant (JG)		The Moray Council
Fiona Murdoch(FM)		Cairngorm National Park
Joanne Chisholm (JMC)	Secretary	The Moray Council

	Item	Action
<b>Welcome and Intro</b>	<p>JC opened the meeting and advised that Dave McCallam has now joined MEP from Skills Development Scotland and introductions took place.</p> <p>It was noted with sadness the passing of David Urquhart and JC commented on his great work at Gordon McPhail, as an international businessman and also for setting up Elgin BID and Piping @ Forres where over 60,000 people have now attended the event. The service will take place at St Columbus tomorrow.</p>	
<b>Apologies</b>	Apologies received from Murray Ferguson (CNPA), David Oxley (HIE), Ranald Robertson (Hitrans), Malcolm McNeil (tsiMoray), Tom McGarry (Moray College UHI) and James Johnston, Vice Chair (The Moray Strategic Business Forum).	
<b>1.</b>	<p><b>Meeting Note and Actions from – 24 September 2015 (Chair)</b></p> <p><b>Item 4 – Employability Strategic Intervention and Poverty and Social Inclusion Strategic Intervention</b> - RG advised that this will go to Committee in January for consideration.</p> <p><b>Item 5 – Elgin Charrette</b> - Report on the new Parking Strategy as part of the Charrette will go to Economic Planning Development and Infrastructure Committee on Tuesday 15<sup>th</sup> December.</p> <p><b>Item 6 – A95 Study</b> - FM has made contact with Highland Councillors to try and work together to get the community on board with the campaign for A95.</p> <p>MM advised she has requested the final report for A95 3 times now and has still not received a copy. RG to chase up with Stephen Cooper and have a copy of the report sent out to MM and FM.</p> <p><b>Update from tsiMoray</b> - tsiMoray supports the proposal to change the data collected for Moray 2023 in relation to the business survival rate from</p>	<b>RG</b>

	<p>5 years to 3 years, in line with the Scottish Local Authorities Economic Development Indicator.</p> <p>We suggest liaison with the Sustainability and Communities Partnership to better understand and to seek to address the considerable Carbon Dioxide Emissions per Capita from Moray.</p>	
<p>2.</p>	<p><b>Communications Report</b></p> <p>Public Relations Activities 19 September to 9 December 2015</p> <p><b>Campaigns and Initiatives</b></p> <ul style="list-style-type: none"> <li>• The Real Macbeth – capitalising on new film.</li> <li>• Talking Moray campaign – schools video project</li> <li>• Have a very Moray Christmas – TV advertising campaign</li> <li>• Castle2Cathedral2Cashmere strategy</li> <li>• Moray Business Week support</li> <li>• World Host Support</li> <li>• A95 strategy</li> <li>• Tourism support – cycling, familiarisation trips, etc</li> </ul> <p><b>Potential Future Stories</b></p> <ul style="list-style-type: none"> <li>• Flood relief story for Scotsman</li> <li>• Creative sector growth story</li> <li>• Family firms story for Scotsman and wider circulation</li> <li>• Ongoing stories following Macbeth familiarisation trips</li> <li>• Apprenticeships Week 2016</li> <li>• 2016 Year of Innovation, Architecture and Design</li> </ul> <p><b>19 September to 9 December 2015 Coverage</b></p> <ul style="list-style-type: none"> <li>• Macbeth coverage including BBC Radio 4, BBC Radio Scotland, Scots Magazine</li> <li>• Castle2Cathedral2Cashmere – coverage including Pluscarden, witches</li> <li>• Moray Business Week</li> <li>• Monthly columns on Macbeth, tsi Moray, look back at the year.</li> </ul> <p>Media Evaluation circulated which shows that Macbeth had 3 hits on BBC which is really good. MM added that Cameron Taylor and his team took the lead on this and has done a lot of good work.</p> <p>Have a very Moray Christmas – Advert has been produced for television. Tom Duncan (Northport Studios) made the advert using existing footage. It will be broadcast by STV and will also be on social media.</p> <p>MM commented on the TV advert and that she thought it was good production but hadn't known it was happening and would like to know how people were chosen and how much is cost. MM would like a different approach for next time to make sure that everyone is aware of it. JACU confirmed it was existing footage that was used and the cost for STV slot was £5,000. MM also suggested using real Christmas trees to include in an advert next year from the local tree farm.</p> <p>RG advised A Food and Drink Summit took place last Friday 4<sup>th</sup> December with major food and drink producers in Moray and the advert would be a good example of how collaboration works.</p>	

	<p>FM added that there is a snow road scenic route project at Corgraff and Tomintoul and the aim is to bring in more visitors as well as helping architect students. DM to speak with FM as she wasn't aware of this happening.</p>	<p><b>DM</b></p>
<p><b>3.</b></p>	<p><b>Young People and the Highlands and Islands: Attitudes and aspirations research</b></p> <p>Andrew spoke through report which is recommended that MEP review the extracted key points from the survey and policy recommendations, discuss how each partner can work collaboratively to enhance opportunities and discuss what the first level priority activities should be so any points could be fed back to the HIE Youth and Skills Manager.</p> <p>A stakeholder event involving LAs, Education and Development Agency staff was held on the 9th of November 2015 to present the key findings of the survey and workshop through initial thoughts and reactions of the four key themes identified by the research. HIE will be issuing a minute of the session and a summary of the workshop groups to those in attendance.</p> <p><b>The following comments were received:</b></p> <p>DMcC considered that it was a good useful report and received well by the schools. MM pointed out that Sarah working with the Chamber of Commerce is meeting with Scottish Government in relation to Developing Scotland's Young Workforce (DSYW) in Moray this week who also found this report helpful.</p> <p>Regarding Housing policy considerations, FM suggested an action would be to support a self-build association to help young people who are trying to get onto the property ladder and help reduce restraints in the housing market.</p> <p>JACU asked if the document was an easy read or would it be better to have as a video to engage better with young people?</p> <p>David Reid from HIE will pick up the actions on this report.</p> <p>RG advised that Laurence Findlay could consider any action on the recommendations regarding Education policy and Employment and Richard Anderson/JG can consider any actions regarding the Housing policy recommendations and feedback to HIE.</p>	<p><b>RG/JG</b></p>
<p><b>4.</b></p>	<p><b>SLAED Performance Indicators 2014-15 Report</b></p> <p>GS outlined the report setting out Moray Councils Economic Development performance indicators for 2014/15. The MEP was asked to consider the information in the report regarding Moray and relate this to the economic outcomes included in Moray 2023 and consider if the information requires any action or clarification.</p> <p>DMcN asked if there can be more comparisons with other Council's. GS advised that direct comparisons are problematic because of policy differences between local authorities. Moray is part of a SOLACE</p>	

	<p>benchmarking group including East Ayrshire, East Lothian, Fife North Ayrshire, Perth &amp; Kinross, Stirling and South Ayrshire.</p> <p>RG would like to see a year on year comparison advised performance indicators will be built into the refresh of the Moray Economic Strategy.</p>	
5.	<p><b>Media Services Contract</b></p> <p>Report circulated to meeting with the recommendation to agree to extend media services contract until the end of March 2017 and during 2016 tender for media services that would commence in summer 2017 if required.</p> <p>AA added that DM was good support throughout the theme groups and all confirmed to extend to the end of March 2017 and put out to tender.</p>	
6.	<p><b>Programme Report and Discussion Development and Inward Investment Group</b></p> <p>JG advised that both groups have now merged and will sit as one. The first meeting was on Friday 6<sup>th</sup> November, Buckie Harbour, March Road and Barmuckity were discussed which are still progressing.</p>	
7.	<p><b>Partner Updates</b></p> <p>SDSR – The Strategic Defence Review – JC advised that there is due to be 9 maritime patrol aircraft stationed at RAF Lossiemouth in the next 4-5 years and an additional typhoon squadron which will extend the life of RAF Lossiemouth past 2030 with an increase of 400 jobs.</p> <p>JC inquired that since the announcement might there may be an option for Spaceport in Kinloss again and RG suggested writing to the minister again now that the SDSR has been completed to reconsider.</p> <p>Cairngorm National Park - Update sheet attached from Murray Ferguson.</p> <p>MM advised earlier this year MoraySpeyside Tourism (MST) took 3 stands at the Visit Scotland Expo exhibition which in 2015 was in Aberdeen. The stands were MoraySpeyside, Craigellachie Hotel and Johnstons Cashmere.</p> <p>Expo is the main travel trade exhibition in Scotland. In 2016 it is being held at Ingliston in Edinburgh on 20<sup>th</sup> and 21<sup>st</sup> April and MST have taken 6 stands this year. Craigellachie Hotel and Johnstons are joining again and MST have a stand shared by the Moray Towns Partnership and Elgin BID and another shared by Festivals and Events – Piping @ Forres, Spirit of Speyside Whisky Festival, Gordon Castle Highland Games and Findhorn Bay Arts. We still have 1 stand free and will look to fill it early in 2016.</p> <p>JC congratulated Moray Council's Transportation staff on the national award for Moray Council's Dial M for Moray.</p>	
8.	<p><b>AOB</b></p> <p>An Annual Report on the Councils Economic Development activities will go to ED&amp;I Committee on 15 December 2015.</p>	

	<p>Food and Drink Summit – A meeting took place on Friday 4<sup>th</sup> December where one food and around five whisky companies brought ideas together to look at bringing visitors to Moray. It has been agreed to meet again in 2016 to move forward with this.</p> <p>RG – Employability – The Community Planning Board met on Tuesday and agreed in principle and there was a concern on the different reporting structures for Children and Young People and Economic Development. Laurence will look into how other authorities report and further work is to be done on remits and objectives for Developing Young Workforce, Lifelong Learning and Skills Investment Group.</p> <p>RG further mentioned that the board agreed in April the 10 year plan will now be the Moray 2026 plan on a rolling basis and targets will need to be extended to 2026. 10 year plan feedback from recent community engagements will be analysed and sent out before Christmas.</p> <p>RG would like volunteers for 1 meeting to discuss feedback and set targets for 2026 before providing new 2026 targets to CPP in February once drafted GS will circulate for comment.</p> <p>MM advised that a media release from the Robertson Group was published this morning, that they have had a record year and is now the UK's largest privately-owned construction firm.</p> <p>LEADER – JG advised that interested parties are invited to apply to serve on the new LEADER Local Action Group anyone interested please contact Iain Catto at the Council.</p> <p>Interviews for the post of Principal at Moray College will be held on Wednesday 16<sup>th</sup> and Thursday 17<sup>th</sup> of December 2015.</p> <p>JC thanked everyone for attending meetings and for all the work that has been put in this year and thanked GS for all the background work that he does.</p>	<p><b>ALL/GS</b></p>
<p><b>9.</b></p>	<p><b>Date of Next Meeting</b></p> <p>Thursday 25<sup>th</sup> February 2016, 10am. Venue to be confirmed.</p>	

## **The Cairngorms National Park in Moray**

### **Update for Moray Economic Partnership 10 December 2015**

#### **Tomintoul and Glenlivet Development Trust (TGDT)**

TGDT go from strength to strength with a new Development Officer, strong Board of Directors, private income streams, public sector support, and managing key assets and events for the community. They are still at a critical stage in their early development, however, and continued support from HIE as an account managed community, and from wider partners will be vital to their ongoing success. Key highlights include:

- A successful AGM – two new Directors nominated and actively working to fill the other three places. There were two Expressions of Interest for Cairngorms LEADER programme from the community
- Funding secured to support a Development Officer post until March 2018 (HIE, CNPA and Moray Council)
- Asset Transfers for Smuggler's Hostel and VIC / Heritage Centre being progressed, hoping for decision in early 2016
- Hostel - bed nights up over 50% on last year
- VIC/Heritage Centre now being managed by TGDT and run by volunteers, approximately 1200 hours of volunteering over the year (not including Directors) on VIC, Hostel and other projects
- Enduro (and Rock n Road) bike event taking place on 11<sup>th</sup> and 12<sup>th</sup> June, a big attraction, drawing in national participation
- Motorcycle event in early June being organised by external volunteers

#### **Tomintoul & Glenlivet Landscape Partnership Bid**

Great progress to date with the community and partners, key highlights include:

- On schedule to submit Stage 2 application in May
- Project Plans and Costs being finalised over the next three months
- Key capital projects are VIC / Heritage Centre; Scalan; Blairfindy Castle; and Speyside Way
- Ongoing engagement with community to inspire volunteering and raise awareness
- TGLP chosen as a "Climate Change Pilot" by HLF, to project long-term implications of the project for the local environment
- 15 separate projects, with a total budget of £3.5m
- Some additional projects could be added, depending on the Project Planning and Costing, one option being considered is possible "Dark Sky" status for Tomintoul and Glenlivet

## **Other National Park issues**

- A proposal for a Cairngorms Community Broadband project targeting the hardest to reach areas of the Park, with funding of £1.2M from Community Broadband Scotland, is being considered for approval in principle at the CNPA Board meeting on Friday. Papers at <http://cairngorms.co.uk/resource/docs/boardpapers/11122015/151211CNPABdPaper5BroadbandV0.3.pdf>
- New information from the Park visitor survey (undertaken every five years) was presented at the Business Partnership Conference and has been sent to all businesses in the Park. 63% of overseas visitors said National Park status was important in terms of influencing their decision to visit. The Visitor Satisfaction Score has risen to 8.8 (out of 10) and people rate their experience of visiting the destination even higher than their expectations at 93% positive. Summary available at <http://cairngorms.co.uk/wp-content/uploads/2015/10/150831CairngormsVisitorSurveySummary1.0.pdf>

**Murray Ferguson**

**Director of Planning and Rural Development, Cairngorms National Park Authority**