

Moray Economic Partnership – Meeting Note
12th January 2012, Elgin Youth Café

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| Attendees | Jim Royan (JR) – Chair; Shane Rankin (SR) – Scottish Government; Danny Logue (DL) – Skills Development Scotland; Mike Devenney (MD) – Moray College; Carroll Buxton (CB) & Lesley Gallagher (LG) - Highlands and Islands Enterprise; Roddy Burns (RB), George McIntyre (GMcl), John Russell (CLJR), & Gordon Sutherland (GS) - Moray Council; George McNeil (GMcN), Margery McLennan (MMcL) & Audrey Sheal (AS) – Moray Chamber of Commerce; |
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(i) Apologies

No apologies were received.

(ii) Meeting Note 4th November 2011 – Approved

(iii) Chairman’s update

JR advised the board that he had been invited and had accepted the Chairmanship of [Hubnorth](#), and took up post on 1st December. JR believes there to be synergies between MEP and Hub North. Hub North is a public private partnership created to deliver major public sector building projects, such as schools health centres, sports centres etc., in a timeous manner.

Jim was invited to meet with Alison Stafford DG Finance at the Scottish Government and Colin Proctor of the Scottish Futures Trust, and delivered an update on the progress against plan of MEP. It was noted that there was a useful steer that renewables are seen as a key target at the moment within the Scottish Government.

JR had received communication from the Right Reverend Mark Strange, Bishop of Moray, Ross and Caithness, to advise that he wants to take an interest in economic development in Moray.

(iv) Hot Topics

DIO/MOD Engagement

Andrew Anderson from HIE continues to attend the Joint Project Board on behalf of MEP. The next DIO update meeting is scheduled for February 16th.

TIF/Enterprise Areas

Further to previous communication, MEP had received a letter from Alex Neil stating that he was willing to meet with MEP. GS is currently progressing with Alex Neil’s diary secretary.

The Enterprise area announcement is anticipated during week commencing 16th January.

Ministerial Announcement on A96/A9

Following on from the announcement in December, stakeholder meetings are to be held in March 2012. There will be a report on the stakeholder meeting plan taken to the Economic Development Committee at TMC 24th January. **Action: It was agreed that the A96 issue should be added to the discussion with Alex Neil.**

Proposed response to Cairngorms National Park Authority

CNPA have requested representation from the MEP on their working group. TMC and HIE are both represented on the working group, and will report back to MEP. **Action: GS to reply to CNPA highlighting the existing representation.**

Business Engagement

The dates and hosts have been set for the BE dinners as noted below.

Roddy Burns volunteered to attend the Life Sciences dinner representing MEP Board.

| Date | Sectoral focus | Host | Venue | MEP Board rep |
|------------------------|---------------------------------------|------------------------------------|--------------------|---------------|
| 8 th Feb | Food, Drink and Land based Industries | Brian Higgs, Diageo | Cardhu Distillery | GMcl |
| 21 st Feb | Engineering | James Campell, Johnston Carmichael | Mansfield Hotel | CB |
| 6 th March | Tourism | James Dracup, Johnstons of Elgin | Johnstons of Elgin | DL |
| 20 th March | Life Sciences | Mike Devenney | Moray College | RB |
| TBC | Planning, regulation | Moray Council | | |

(v) Community Confidence and Capacity Building

DL gave a verbal update as per Anthony Standing's note in the appendix of these meeting notes. **Action: Full report to be taken back to next meeting on 29th February.**

(vi) Skills & Training Plan for Moray (The Moray Offer)

SDS, Moray College and the TMC are to bring all training provision into one proposition and take this back to the meeting on 29th February. **Action: TMC. SDS and Moray College to meet, align offering and prepare proposition.**

(vii) Lieutenant Colonel Thorp Visit – follow up actions

A visit took place to discuss all the (outside the wire) issues regarding relocation to Kinloss. The army highlighted six areas to focus on. These are, in order of importance:

- 1 Engage with families of 39 Regiment on the Scottish Education system: responsible officer - Sandy Riddell, Corporate Director (Education and Social Care).

- 2 Raise awareness of employment opportunities for spouses of service personnel of 39 Regiment: responsible officer - Richard Hartland, Corporate Director (Environmental Services), (delegated to Gordon Sutherland).
- 3 Produce 'Welcome to Moray' pack/promote retail and leisure activities: responsible officer - Roddy Burns, Acting Chief Executive.
- 4 Produce a Community Covenant: responsible officer - Mark Palmer, Corporate Director (Corporate Services).
- 5 Launching housing needs: responsible officer - Jill Stewart, Head of Housing & Property.
- 6 Assist in holding 'Armed Forces' Day: responsible officer - to be confirmed.

It was agreed that it was important that the tourism sector anticipate the opportunity that the arrival of the army regiment presents, and it would be sensible to encourage a conversation amongst Moray TDG to think about how to play a part in welcoming the army coming in. **Action: GMcN to raise with TDG.**

(viii) Communications Update

There have been some significant announcements since the last board meeting, namely:

- 39 Regiment. Fortunately because of the contact the board has already fostered we were involved in preparations for the announcement with the MoD. A number of the partners were able to offer positive reaction in the press.
- In December the news focused on business and development. Finance secretary John Swinney was at the HIE lead press launch with international business Atos. It is to invest in Moray and initially is to base a facility on the Kinloss base. As we know the business is already exploring recruitment with former RAF personnel. SDS partners were at the top table and others attended.
- On the same day the Minister, with George and Roddy, announced European funding for a range of projects prioritised by Moray Council. This also outlined a significant commitment from the Council.

Jim has been promoting Moray in both the P&J and with Executive magazine.

The Council has issued a release on the forthcoming visit to Cambridge.

Other activity includes discussions between the Council and HIE about inward investment marketing opportunities.

Bulletin scheduled for week following Board.

(ix) AOCB

Moray Council put forward a Comms proposal for Spring activity, to work up three or four video clips to highlight key target sectors for diversifying the economy or growing the existing economy, these targets are likely to be, tourism, food and drink, energy, life sciences. Each clip would be fronted by a dynamic speaker from that

sector. SDS would like to be involved in this, as they consider it an opportunity to use local case studies to highlight skills/opportunities on www.myworldofwork.co.uk

The clips could be linked to inward investment site www.locations4business.com which Moray Council/HIE are looking into using.

RB highlighted the Scottish Government's response in support of MES via Shane Rankin's letter to the Convenor. **RB to forward to AS for circulation to MEP.** Copy attached to minutes.

RB will bring back an update on the MES update to the meeting on 29th February.

JR to contact David Green of CNPA to have a conversation regarding increasing knowledge and application for grants from the Big Lottery. NOTE FROM GS: Richard Lochhead (RL) has been invited to open the Annual Big Fund Seminar March 23rd in Elgin at which all major funding bodies are represented. TMC funding web info page facilitates groups to make applications to funders. RL is concerned Moray groups/initiatives are not having the success of other communities in drawing down funds. TMC staff considers if so this is mainly due deficiency of applications to meet the conditions required by funders.

(x) Future meetings

Wednesday 29th February – 1:00pm to 3:30pm

Friday 27th April – 9:30am to 12:00pm

Tuesday 15th May – 9:30am to 12:30pm (MEP/ACSEF)

Friday 15th June – 9:30am to 12:00pm

APPENDIX

Report to MEP on Community Confidence and Capacity Building – 12.01.12

Specific Proposals, linking Dave Redekopp's thoughts and some of the issues raised at previous sub-group meetings.

Invite Dave Redekopp to create a costed proposal [a] to create and train a team of semi-retired consultants to come to Moray on a voluntary basis in exchange for travel and subsistence, and [b] to train Moray people in the profiling process, help develop and manage the database for the profile information and establish the Community Helpers initiative.

Invite the MEP partners to identify staffing and financial resources to support this project.

Identify several communities where there is already some activity, structure or support mechanisms:

communities of place, eg

- Buckie – focus for industrial development linked to the asset of the harbour area and potential of offshore wind farm operation and maintenance.
- Cabrach – focus for rural development linked to the Cabrach Community Enterprise Trust.
- Forres – focus for small town development linked to the Forres Development Trust.

communities of interest, eg

- those formerly employed at RAF Kinloss who are seeking alternative employment opportunities.
- families of incoming Army personnel, who are looking for work.
- small enterprises whose main focus is tourism.

Find and train several Community Helpers Coordinators and run the Community Helpers programme in these and other communities. Actively seek out those “natural helpers” who were involved in the Moray Task Force, are known to the Community Support Unit, involved in community groups, etc. Consider badging these activities under the Task Force name to benefit from the positive image that this name has locally.

Profile the populations of these communities to identify their skills & strengths [what they are able to do], interests & passions [what they want to do - pull] and underlying values, beliefs and purposes [and why they do it - push]. Develop a database of key contacts and profile information. Share these profile patterns and trends within the communities and with MEP partners and use them to inform future actions.

Build on the success of Business Gateway and explore how local small and micro businesses could be supported to move from start up to sustaining and from self

employment to entrepreneurship and business growth. Seek to address the issue that small enterprises often need representation or advocacy to feel confident enough to contribute to economic development activities.

Build on the success of Moray Social Enterprise Network and explore the possibilities for creating distribution cooperatives to improve distribution systems for single operator and small business manufacturers and producers.

Encourage the creation of sub communities of likeminded people to meet in groups, both face to face and virtually, to share information and ideas and provide peer support. Capitalise on our improving broadband services and the effectiveness of the “Keep the RAF in Moray” Facebook and e-news campaigns by maximising the use of social media. The immediacy and equity of web based interaction should enable all voices to be heard and help temper the impact of strong individuals and minority groups.