

DRAFT – Moray Economic Partnership – Meeting Note

4th June 2013, Committee Room, Moray Council

Attendees	John Cowe (JC) – Chair; Tom McGarry (TM) – Moray College; David Oxley (DO) – Highlands and Islands Enterprise; Roddy Burns (RB); Gordon Sutherland (GS) & Shelley Flett (SF) – Moray Council; Margery McLennan (MM) – Moray Chamber of Commerce; Allan Wright & Fiona Murdoch – Moray Council also observed the meeting.
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1. Introductions

JC welcomed everyone to the meeting and asked that everyone introduce themselves. Following the introductions, RB advised that the Moray Council's Economic Development and Infrastructure Committee would, at its next scheduled on June 25, be considering the appointment of the chair of the Moray Economic Partnership in time for the August meeting of the Partnership. This was noted.

2. **Apologies:** Andrew Fowlie, NHS; George McNeil, Chamber of Commerce; Randal Robertson, HITRANS; James Johnston, Moray Business Forum; and Richard Hartland, Moray Council.

3. Meeting Note 17th April 2013

Subject to noting that Item 5 should read “a briefing from the Director” rather than “a briefing from the Chief Executive”, the Group approved the note of the meeting of 17th April 2013.

4. Chairman's Update

Since the last meeting the Chair advised that he had attended the following events:
25/04/13 – Chartered Institute of Waste Management
24/04/13– Castle to Cashmere meeting at the Moray Council Annexe
03/05/13 – Glen Grant Whisky Supper as part of the Whisky Festival
16/05/13 – Harvest of Land and Sea seminar
17/05/13 – HIE annual business dinner where he sat next to the Chief Executive of BT and was able to have some interesting discussions regarding Broadband in Moray
23/05/13 – Chaired the first meeting relating to the 2013 Raft Race
30/05/13 – Business Gateway

5. Media Service Proposal

GS advised the group that work is being done on packaging what we would like from a media provider to the partnership. The Moray Council's procurement process will be followed which will mean we would be looking at a start date of early September. A Media service framework including a virtual “newsroom” is being investigated which could be used to disseminate information about implementation of the economic strategy the “Heathrow Airport” hyperlink on the agenda is an example of what a news room. It is anticipated the winning media services contractor would use a similar framework.

GS highlighted that the tender process is thorough and that a client group would be asked to review the tender submissions. Experience of Moray will be one of the evaluation criteria for judging the tenders. It was noted that some prior work will need to be done to ensure that the weighting of the tender is done appropriately.

ACTION: Further to a comment from FM, it was agreed that the Chair of the MEP should be included on the review group panel along with GS, Peter Jones and Lesley Gallagher. The Chair also indicated that he felt due to FM having a background in journalism, she should be a part of this group.

6. MES Implementation Programme

GS outlined the programme document and advised that there is still some tidying up of the document required but this is what the programme managers are working to. The plan is to publish a version of the programme in October as an update of the strategy action plan. TM added that it has been a difficult task in pulling this together but the programme manager meetings are proving very useful as a support mechanism as well as ensuring joined up working.

In response to a comment by FM stating that this reads very positively but there still being a need to keep pushing to get the message out, DO stated that partners need to always refer to the Moray Economic Strategy when putting out Good News Stories. GS highlighted that the existing marketing and communications strategy contains model media lines and advice for doing this.

In response to a question raised by AW in relation to why a regional sports facility and the redevelopment of Grant Lodge still appear as projects, it was advised that whilst these may not be current priorities for The Moray Council they might be achievable in the longer term of the strategy as projects that could be pursued by other means and by other stakeholders and so it was appropriate to categorise them in the programme as low priorities to be promoted as opportunities in case any other partner was able to take them forward.

JC further advised that he had met with the programme Community Champions and proposes that they would come together with the programme managers 2 at a time to each meeting of the MEP in order to update the partnership on what they have done and what they are working on .

Following discussion the Group approved the document.

7. Programme Status Updates

GS introduced the document and explained its format and purpose was to give brief updates on the activities underway by each of the programme groups, highlighting that this is the type of information that the media services provider would be able to make use of.

MM explained that the Northern Scot has been in touch with the Chamber of Commerce in relation to them having a regular column in the paper – this column could be used partly to channel this information.

Based on his impression of the stands provided by other locations to attract inward investors at the 2013 Aberdeen All Energy exposition held in May DO suggested that the Council's stand and the level of representation should be reviewed –

ACTION: it was agreed that DO and RB would discuss this at their joint management group.

8. **Tourism Strategy**

DO explained that the Tourism and Culture programme group is probably further along than the other programme groups. It has prepared this strategy with a lot of research having gone into it. Work will need to be done on the governance arrangements and this will be taken forward with the Chamber of Commerce.

MM added that there is a need for an all encompassing website in relation to Tourism. Moray Chamber is preparing the paperwork to take on responsibility for managing Moray as a destination for Tourism. This will be submitted to HIE and they hope to have this in place by September.

9. **HOT Topics**

Broadband

JC explained that he was seated next to the Chief Executive of BT at the HIE annual business dinner who has stressed that he is more than willing to come to Moray and talk about Broadband in the area. Although last year he made a presentation to the business community at the Horizon Centre and met with the MEP and Councillors it was felt that further to the announcement about the roll out of Broadband across the Highlands and Islands including Moray this would be a good opportunity to come and speak again.

ACTION: RB & DO to liaise and arrange a suitable date for the visit.

Easyjet links Gatwick – Inverness

RB advised that at a meeting he attended with all northern local authorities, it was advised if any change in service is to happen it will be in 2014 so there is no immediate need for preventive action. DO further advised that Flybe are committed to continuing their summer schedule throughout the winter but that we need to make a case to Easyjet that they should increase their links with the Highlands not decrease them.

RB advised that a letter from the partnership would be a useful tool and GS further advised that after speaking with RR that the letter should be sent to SCDI copying Hitrans.

ACTION: GS to draft letter and JC / MEP chair will sign

10. **AOCB**

Following discussion in relation to the Moray Chamber of Commerce annual awards, it was agreed that the award formerly sponsored by Moray Council would now be sponsored by the Moray Economic Partnership with partners contributing towards the cost of the award. The award will be to recognise a significant contribution to the Moray Economy. GS and DO will draw up some terms of evaluation for this likely around actions to grow or diversify the economy. The partners along with

businesses will be invited to submit nominations. Once a shortlist of nominations has been established, the MEP Board will then jointly decide on a winner and this will be presented on the night by the Chair of the MEP.

ACTION: GS and DO will draw up terms for evaluation of the award

11. Future Meetings – ACTION The Chair to consider the following as possible venues for future meetings: Pluscarden Abbey (Oct) Johnstons of Elgin (Dec)

Date	Time	Venue
Tuesday 6 th August 2013	9.30am	Moray College
Wednesday 9 th October 2013	9.30am	TBC
Tuesday 3 rd December 2013	2.00pm	TBC
February 2014		
April 2014		
June 2014		
August 2014		
October 2014		
December 2014		

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