

MINUTE OF MORAY ECONOMIC PARTNERSHIP

THURSDAY 11 DECEMBER 2014, 10AM – 12NOON

DIAGEO, MORAY HOUSE, 1 TRINITY ROAD, ELGIN, IV30 1UF

Attendees

Councillor John Cowe (JC)	Chair	The Moray Council
James Johnston (JJ)	Vice Chair	Moray Strategic Business Forum
Sean Pritchard		Diageo Host
Gordon Sutherland (GS)		The Moray Council
Ranald Robertson (RR)		Hitrans
Fabio Villani (FV)		tsiMoray
Andrew Anderson (AA)		Highlands and Islands Enterprise
Jacqui Taylor (JT)		Moray College UHI
Frank Hughes (FH)		Moray College UHI
Rhona Gunn (RG)		The Moray Council
Jim Grant (JG)		The Moray Council
Dawn McNiven (DM)		Platform PR
Margery McLennan (MM)		Chamber of Commerce
Joanne Chisholm (mins) (JMC)		The Moray Council

1. Welcome & Intro from Diageo Host

JC thanked everyone for coming and welcomed everyone to Diageo and thanked Sean Pritchard for hosting the meeting at Moray House.

Sean welcomed the MEP to Diageo at Moray House. He explained that his remit includes bio-energy for operations, covering the area from Brora, Isla, Skye and back to Speyside. He looks at Energy requirements for sites and supporting expansion programmes and also has a part in Diageo's youth employment programme. Diageo have various ongoing projects in Moray including an £11 million bio energy plant with the capacity for future expansion. Johnnie Walker Black Label is the best selling whisky and aged for a minimum of 12 years.

Sean also works on youth employment for Diageo, which has put forward 5 million pounds into a career academy business mentoring programme for S5/S6 pupils looking to go directly into employment instead of further education. They are setting this off with Elgin High School, Speyside High and Lossie High and are looking for support from as many businesses as possible.

The pupils are matched with an employee mentor to give them an insight into work, covering matters such as how they present themselves and prepare for interviews as well as having experience in the workplace. The programme includes an internship which is a 4 week placement with a work task (projects) to be carried out over the

summer. The idea is to try to have young people stay to live and work in Moray and for businesses to support the area to provide more opportunities.

Moray Council is currently supports 5 individuals, Chivas Bros 5 and Diageo 4.

Postscript:

Find out how getting involved with Career Academies can help your business –
Wednesday 25 February – Elgin Academy, 3.30 – 5pm

The Moray Board of Career Academies (soon to be Career Ready) is delighted to invite you to hear about the exciting and innovative partnership between the public and private sector and to encourage you to join us as business partners.

The event will take place on Wednesday 25 February at 3:30 concluding at 5pm. The venue is Elgin Academy, Morrision Road, Elgin, IV30 4ND.

We look forward to welcoming you to what promises to be a truly inspirational afternoon. RSVP by 18 February to Laura Cruickshank:

Lcruickshank@moraychamber.co.uk Telephone 01343 543344

FH advised that The Moray College would be interested as an employer.

Sean answered questions relating to Youth Employment Programme and confirmed that there has been no feedback at this stage but is hoping for feedback in the future. He went on to say that they do have packs available but all information is on the Career Academy Website.

JT asked how long it lasts and if it was fixed term. Sean confirmed it is for 2 years for S5 and S6 pupils but they commit to this by passing there S4 exams. JT asked Sean if he would speak at a couple of group she is involved with where businesses attend.

GS asked if it was a good idea to raise awareness across business communication and benefits for businesses and it was agreed that DM will speak to Sean to arrange for this to be published.

JC advised he is aware of the youth employment programme through Lossie High School and it is great to see this happening and school being open and supporting and thanked Sean Prichard.

ACTION – JT to get in touch with Sean to advise him of meeting dates.

ACTION – DM to speak with Sean to arrange to get this published.

2. Apologies

Apologies were received from Mike Ramsay, David Oxley and Murray Ferguson who provided an update.

3. Meeting Note & Actions from meeting of 2 Sept 2014

FH would like to provide wording for page 7 of the previous meeting note.

Meeting note approved subject to Frank's changes.

ACTION - FH to email JMC with text to insert into previous minute.

4. Statement from the Vice Chair – regarding required behaviours

It is essential that when considering the long-term viability of a Region's economy that decisions are both made and taken for the right reasons. Such is the critical nature of infrastructure – a key enabler for any community, economy and business – that decisions regarding this element are treated with the importance they deserve; that also involves a responsibility to ensure that the context in which a proposal is/was made is understood (and maintained, or at least kept relevant). All too often there is a period of time between an initial proposal and the final decisions, subsequently plagued by burgeoning agendas, 'media campaigns', changing perspectives, and at times incoherent debate. Evolving an economy is no easy task and requires coherence, consistency, excellent communication, and courage. It needs honesty from all parties to recognise the core issue(s), the ramifications and most importantly the proposed benefits; indeed, there is a need for a type of "compass" that enables all parties to be empowered by providing a clear route through societies increasingly complex dilemmas. A "compass" that enables individuals, groups and organisations to have the moral courage to stand for what is right; it does this by applying consistent and defined principles/behaviours to real problems, rather than "the best of intentions" which are more often than not expressions of personal preference and not necessarily in the interests of the society directly concerned. We must also remember that there will be 'those' – the Executive, Legislature and Judiciary – that observe Moray-Speyside from afar, our behaviours and our abilities to deal with matters effectively. Over the last 4 years the Region has developed a reputation to deal with difficult decisions and to deliver on challenging issues – demonstrating our collective and fundamental understanding of community, economy and business. And that reputation provides both access and opportunity – hard won but easily lost. Consequently we must guard against short-termism and self-interest for the sake of the Region, community, economy and most of all the long term prosperity of Moray-Speyside.

5. Spaceport Update

AA advised that in October HIE and the MEP submitted responses to the CAA consultation on the proposed locational criteria for a UK Spaceport. The spaceport working group is awaiting first round of decisions on 8 sites to find out if it will be narrowed down. Based on the original schedule these may be an announcement this week or early January for who will be invited to bid. By 2030 the global space economy is expected to be worth £400billion per annum. The government's ambition is that the UK's space economy should account for 10% of the global economy by 2030- worth some £40billion per annum.

The working group has devised a strategic engagement plan with input from MEP media services. Engagement is on-going.

JJ thanked everyone for their input for the consultation and confirmed it was the most comprehensive response to government. An advantage to Moray is the MEP's established partnership approach. Going forward all partnership programmes will need to come together to support a bid.

MM said it read well and ticked all the boxes and good work put in from HIE/Moray Council. JJ thanked JG for support work from his team in Development Services.

JG stressed the importance of communications and engagement with decision makers to make a successful bid. Need to engage and build support across Moray, also Aberdeenshire and Highland supporting the bid and make sure everyone understands the future and to get behind it. JJ advised there is not enough detail to go out to the community at the moment but to continue talking and to lay the groundwork for engagement through tools such as the media.

JC thanked HIE and MEP for getting behind this and sending out the correct message.

6. Communications Report

DM circulated Public Relations Activities and provided an MEP Media Evaluation showing the advertising equivalent value of the media coverage achieved. For the 6 months May to October 2014 the service prepared media releases that were published in 33 articles, and other media. The value of this can be calculated with a measure used by the Chartered Institute of Public Relations (practitioners in professional public relations) which is to apply 2.5 times the advertising equivalent value. For the 6 months May to October 2014 that values is calculated at £115,048

A film project lead by "Wildbird" starts on 12 December and will show films projected in windows up and down the Elgin High Street every night until 19 December.

Working with Visit Scotland media services are looking to promote Moray off the back of a pending film release of a production of Macbeth.

Media pieces are being prepared to promote the launch of Worldhost customer service training for tourism and accommodation sectors in Moray Speyside.

JT advised there was an opportunity to promote the Spaceport bid by sponsoring a prize to develop a spaceport themed game at this year's GameJam.

Malt Whisky Trial – JJ is working with Cameron Taylor on an opportunity to promote Moray to China through the MWT. JJ to speak to Cameron to pull together a response for Moray. DM to publicise. It was asked if there were any Mandarin speakers in any of the schools and RG advised she may be able to find out about mandarin speaker through Lawrence and Education. DM suggested 88 reasons to visit Moray.

Visit Scotland hasn't had Moray showing on the VS site but is now on board and is showing. FV advised he will support and there is interest there to build on.

JG & GS meet every six months with Aberdeenshire Council economic development colleagues. Regarding tourism Aberdeenshire is targeting Germany as a key visitor market due to good air links and asked if there is anyone doing this in Moray?

MM advised that she will need to speak to Cameron but has met with Aberdeen and they are keen to work with Moray. RR advised he has this information from Inverness airport

ACTION - JT mentioned Moray Game Jam and would like to speak with DM to promote this.

ACTION- DM to support JJ with Malt Whisky Trail opportunity.

7. Culture Strategy

AA outlined the Moray Cultural Strategy. The strategy was developed with “Think Inform” and generated 786 ideas. The cover page shows an image of Brodie Castle taken during culture week. The strategy identifies why culture is important, employment, links through tourism and heritage. There is a vision with 4 themes; it identifies opportunities rather than actions. It will have a launch at the Culture conference at the end of Feb.

JJ commented that it is a cornerstone document; use it for reference, good for anyone coming into Moray not just young people, relevant to companies and employees looking to move to Moray.

JJ asked where we have a focus for information about where to stay and about Moray attractions. A point of reference to people looking to come to live work and invest in Moray

GS advised the media portal had been set up as place to showcase such information. However, is under used. FH commented there was a need to promote and provide such information to attract young people to study in Moray.

The partners considered the [Moray Cultural Strategy](#) endorsed the approach recommended by the Strategy

ACTION: the partners agreed to engage in concerted actions to deliver development of culture in Moray

8. Council ED Priorities

JG advised that Moray Council has a small annual economic development budget; during 2014 staff has been working with members to look at priorities and establish what they value. While the Council is committed to delivering the Moray Economic Strategy, members have a preference for tangible actions. The Community Planning partnership and the Moray Council is looking for the MEP to give direction on how to spend its budget and which projects to support. MEP is to give direction on how to spend budget and on which projects. JG asked can MES review group look at this and how MEP can be supported by all partners.

9. Establish MES review group

JJ advised that the MEP has accountability to the CPP to deliver the MES, 10 year plan and Elgin City for the Future. The Council has statutory requirements to deliver service funded by central government and overseen by elected members; the MEP cannot take decisions on statutory services, there needs to be clear lines of responsibility. The MEP can help to provide a prioritisation of tasks for implementing

the economic strategy, but not to make the difficult decisions that elected members must make. .

RG advised Council targets and Economic Development budget need to have everyone in consensus on approach. The desire is to align resources to deliver targets, thus looking at the Council's Economic Development Budget to identify what it should be allocated to Economic Development Activities. The Council wants a clear a view that how it spends its resources is in line with partners outcomes. Budgets are going to reduce and the Council is looking for MEP input to decide how Council funds are spent.

RR advised he would welcome business input into identifying priorities such as the Western Link Road. JG suggested a letter of support for the future planning application,

JG clarified the Council was not looking for the MEP to determine what budget is set but to help identify the important issues that need funding, what do we spend want little funding we have on?

JC advised the Council, was looking for even more dialogue with the MEP to focus and align activity.

ACTION: Chair and Vice Chair to meet with Community Planning Partners with resources to help deliver the MES to review what MEP members are doing and what they are being asked to do by the MES.

The task would done in the context of delivering the outcome is the 10 year plan to ensuring the MES, ECFTF and the 10 year plan is aligned. Post script. It is suggested that the MES programme managers be asked to come together and review what it is that is possible to be delivered from the MES and ECRFTF using partners' resources with the aim of producing a reissued MES action plan. Once agreed the MEP can provide reassurance on implementation.

10. RSIP

GS outlined the Highlands and Island [Regional Skills Investment Plan](#).

JT advised it's an action plan to Moray 2020 and shows key aspects, actions/recommendation and key priorities. They are now looking for the bit in the middle to fit everything together.

MM advised there were 49 companies for Job Fair at Elgin Academy for Skills Development and 1,000 pupils through a day.

ACTION- the partners agreed to oversee the preparation of and delivery of a local response plan lead by the Skills and Training Programme; and to engage in concerted actions to deliver a local response plan

10. Partner Updates

JC gave an update on various subjects –

- Spaceport consultation has been responded to as per item earlier on the agenda.
- The next quarterly update on broadband rollout will be published towards the end of January.
- As advised by Murray Ferguson the application to the Heritage Lottery Fund has passed stage one for the Tomintoul & Glenlivet Landscape Partnership programme.
- The Youth Employment Scotland Scheme to support young people into employment has passed its target of 100 placements and the Scottish Government has agreed to extend the programme to March 2015 which should support another 10 young people into work. DMdotPR to develop this into media release for the New Year.
- In November Moray Business support agencies held the inaugural Moray Business Week opened by the Minister for Business Energy & Tourism, Fergus Ewing. Thanks to all involved across the partnership.
- Funding has been secured from the Scottish Government to hold a public charrette to establish a masterplan for the redevelopment of Lossie Green and to support the regeneration of Elgin town centre. The charrette will be held in March
- Elgin BID Ballot result last week business voted to renew the Elgin Business Improvement District for another 5 years.

RR advised there is meeting tomorrow in Rothes with Jacobs regarding the A95.

DM advised Wild Bird starts tomorrow in Elgin High Street and hoping there is live coverage from STV.

Postscript from Gordon Sutherland –

Moray Council have agreed to join the Scottish Local Authority Business Loan Fund from April 2015 which will consider loans of up to £100,000 for SMEs as lender of last resort. The fund will be capitalised amounting to £345,000 over 3 years with a mix of European funds and a local match from Moray Council.

The Council has agreed to provide a contribution to fund Stage 2 of the Economic Outcomes Programme which is being run by the Improvement Service. It will facilitate high level engagement of Council Management Teams and Community Planning boards on maximising the economic impact of the public sector. Initial work on developing and piloting the economic footprint is underway with roll out to Councils and CPPs commencing early next year.

Future Meetings 2015

Date/Time	Location
February 19 2015	Forsyth's, Rothes
May 14 2015	To be confirmed.
Sept 24 2015	To be confirmed.
Dec 10 2015	To be confirmed.