

**MEP  
24 SEPTEMBER 2015, 10am  
Horizon Scotland**

|                                 |            |                                    |
|---------------------------------|------------|------------------------------------|
| John Cowe(JC)                   | Chair      | The Moray Council                  |
| James Johnston (JJ)             | Vice Chair | The Moray Strategic Business Forum |
| Stephen Cooper (SC)             |            | The Moray Council                  |
| Nicola Moss (NM)                |            | The Moray Council                  |
| Malcolm McNeil (MN)             |            | tsiMoray                           |
| Jane Cumming (JACU)             |            | Platform PR                        |
| Dawn McNiven (DM)               |            | Platform PR                        |
| Margery McLennan (MM)           |            | Chamber of Commerce                |
| Alan Weaver (AW)                |            | The Moray Council                  |
| Alan MacBeth (AM)               |            | The Moray Council                  |
| Tom McGarry (TM)                |            | Moray College UHI                  |
| Ranald Robertson                | By phone   | Hitrans                            |
| Andrew Anderson (AA)            |            | HIE                                |
| Rhona Gunn (RG)                 |            | The Moray Council                  |
| Jim Grant (JG)                  |            | The Moray Council                  |
| David Oxley (DO)                |            | HIE                                |
| Jacqui Taylor (JT)              |            | SCS                                |
| Fiona Murdoch(FM)               |            | Cairngorm National Park            |
| Allan Wright                    | Observer   |                                    |
| Joanne Chisholm (mins)<br>(JMC) | Secretary  | The Moray Council                  |

|                          | Item   | Action |
|--------------------------|--|--------|
| <b>Welcome and Intro</b> | <p>JC opened the meeting and asked everyone to introduce themselves.</p> <p>Following introductions, JJ thanked DO for organising last minute arrangements to hold MEP meeting at Horizon. It was noted that assets are not being used in our Community and many go outwith Moray to use Consultants, Engineers, Professionals, etc when this work can be done in Moray and Moray does have the potential and expertise here without the need to go outwith the area in many cases.</p> <p>It was noted that there are various procurement restrictions which constrain the ability of public sector organisations to go directly to local providers. It was noted that the vice chair intended to take forward to the Business Forum.</p> | JJ     |
| <b>1.</b>                | <p><b>Apologies</b></p> <p>Apologies were received from Gordon Sutherland (The Moray Council), Fabio Villani (TSIMoray), Francis Webster (SCS) and Murray Ferguson (CNPA).</p>   |        |
| <b>2.</b>                | <p><b>Meeting Note and Actions from – May 14 2015 (Chair)</b></p> <p>JC scanned through previous minute.</p>   |        |

|           |  |  |
|-----------|--|--|
|           | <p>A95 will be discussed at Item 6 on Agenda.<br/>Spaceport – There was a quote in the press earlier this week. JJ confirmed that Kinloss was top base before MOD decision but although this is a loss to us, lessons learned.</p> <p>RG advised that no update has been logged on Your Moray website for a number of groups including the Skills and Training Group since 2013/2014. JT mentioned that she had sent updates but they have not been uploaded.</p> <p>Food and Drink Summit Event will be on 4<sup>th</sup> December and officers are working on programme at the moment.</p> <p>Minute agreed as an accurate record.</p>   |  |
| <p>3.</p> | <p><b>Communications Report</b></p> <p>Public Relations Activities 9 May to 18 September 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>• The Real Macbeth – possible Alan Cumming documentary</li> <li>• Talking Moray campaign – schools video project</li> <li>• Have a very Moray Christmas – TV advertising/social media campaign</li> <li>• Elgin BID – various food and drink initiatives including leaflet</li> <li>• A95 upgrade and Buckie Harbour support for PR strategy</li> <li>• Moray Speyside Tourism Initiatives – leaflet on food and drink completed</li> <li>• World Host and Moray Business Week support</li> </ul> <p><b>Potential Future Stories</b></p> <ul style="list-style-type: none"> <li>• Food and Drink for the Scotsman</li> <li>• Family firms story</li> <li>• Flood Relief for Scotsman</li> <li>• Macbeth familiarisation trips for journalists</li> </ul> <p><b>9 May to 18 September 2015 – Coverage</b></p> <ul style="list-style-type: none"> <li>• Macbeth stories</li> <li>• Castle2Cathedral2Cashmere Launch and further stories.</li> <li>• Food and Drink articles in Scotsman and Northern Scot</li> <li>• Pevsner architecture book</li> <li>• Modern Apprenticeships</li> <li>• Monthly Columns on food, Third Sector</li> </ul> <p>JACU circulated paper with the above points. SC asked for more promotion on Cycling in Moray. MM advised that there is a cycling sector that will promote Moray at all cycling events.</p> <p>2016 Design Innovation and Architecture Events in Scotland will take place in October.</p> <p>DO asked if there was budget for the Have a very Moray Christmas TV advert and JACU confirmed that the production is the main cost but this will fit with the MEP budget. TV advert is to promote shopping in Moray at Christmas time.</p> <p>MAMC asked how impact and success is measured with PR advisors.</p> |  |

|    |  |                                   |
|----|--|-----------------------------------|
|    | JACU explained they have an evaluation sheet and there are regular meetings held with Gordon Sutherland and Peter Jones at Moray Council and with HIE.   |                                   |
| 4. | <p><b>Employability Strategic Intervention and Poverty and Social Inclusion Strategic Intervention</b></p> <p>AM introduced a Powerpoint presentation (attached) and advised that he has been instructed to taken the report on Employability and Poverty and Social Inclusion to MEP for comments before going to Committee.</p> <p>After presentation and various discussions AM confirmed that this is still stage 1 and is a work in progress and there is no commitment from the Council as yet.</p> <p>FM asked for definition of the rural barriers and asked if AM would be able to forward a map. AM advised that it is normally based on if you are 30 mins away from Elgin.</p> <p>Members agreed that the proposals appeared to provide value for money and to target key areas for the development of employability.</p> <p>Skills Development Scotland are to look at promoting Modern Apprentices in Moray.</p> | <p><b>AM</b></p> <p><b>JT</b></p> |
| 5. | <p><b>Elgin Town Centre Charrette Report</b></p> <p>JG advised meeting that a report went to Economic Development &amp; Infrastrucutre Services Committee on 25<sup>th</sup> August 2015 and a project plan has been created showing 13 different projects. A project overview sheet is attached to this minute to show Lead Officer for each project.</p> <p>MAMN asked about Grant Lodge and if we know what the vision is for the future and what the use will be? JG advised that there will need to be a business case and Legal would need to do a transfer, etc.</p> <p>MM added that she though the consultants had done a good job and the document was well produced. Progress will be monitored through the Inward Investment Group and via its reports to MEP</p>  |                                   |
| 6. | <p><b>A95 Study</b></p> <p>NM received an update from Hitrans in May 2015 and a report is to be submitted with Transport Scotland's requirements but checks are still being done at the moment.</p> <p>Of the initial options which were put forward, 6 were considered appropriate for progression –</p> <p>Option 2 – Develop a programme to widen the route to 7.3m along its length.</p> <p>Option 3 - Develop a programme to realign substandard bends</p> <p>Option 5 – Develop 2+1 sections on the route</p> <p>Option 6 – Provide additional lay-bys on the route</p> <p>Option 8 – Enhance public transport facilities and services</p> <p>Option 10 – Widening pinch points at Cromdale and Mains of Dalvey</p>  |                                   |

|                  |   |                                   |
|------------------|---|-----------------------------------|
|                  | <p>NM would like MEP to support taking the proposal to Transport Scotland in October. There have been early chats carried out with Dawn McNiven and NM would like to seek support from MEP for a campaign and to work in partnership. RG thought this could be something to add to the Transportation Group agenda.</p> <p>MM would like a copy of report that is due to be submitted. NM advised she will create a user friendly version and will circulate.</p> <p>Meeting were happy with proposal and it was agreed that Social Media would be better than a website. JJ will also take forward to Strategic Business Forum.</p>  | <p><b>NM</b></p> <p><b>JJ</b></p> |
| <p><b>7.</b></p> | <p><b>Programme Report and Discussion Culture &amp; Tourism</b></p> <p>AA circulated and read through paper regarding the structure of the Tourism and Culture Group (T&amp; C Group). The T&amp;C Group have been divided into sub groups Cultural Strategy Stakeholder Group, World Host Destination Management Group and The Laich Project and has been supported by about 40 sub-group members from across the community.</p> <p>Discussions are ongoing with Creative Scotland regarding Place Partnership funding for a project which would include development of capacity locally with a view to the role being taken over by the creative community in Moray. It will be based on development of the 4 priorities identified in the Moray Cultural Strategy. Funding of up to £200,000 could be available from Creative Scotland which would have to be matched by the Public Sector in Moray.</p> <p>MM advised that the premiere of Macbeth will be on Sunday in Edinburgh. The Times have contacted the Chamber of Commerce and would like to write on it even though it was not filmed in Moray. The Costumes for the film have been loaned to display in Elgin and MM would like to know if anyone would have a secure space to store these for 3 months over the winter.</p> <p>Moray Larder have an advert in the Scots Mag which is 6 pages long and will also be shown on Nov and Dec Issues.</p> |                                   |
| <p><b>8.</b></p> | <p><b>Partner Updates</b></p> <p>Moray Business Week is from 2 – 6<sup>th</sup> November 2015.<br/> Social Enterprise Conference – HIE – Friday<br/> Buckie Harbour – End of year – still waiting on announcement.</p>  |                                   |
| <p><b>9.</b></p> | <p><b>AOB</b></p> <p>It was discussed for the need of a rep from Visit Scotland to have a level of involvement. It was mentioned that Scott Armstrong would team with Tourism.</p> <p>JJ advised meeting there was a concern raised with the Private Sector that would stop the development of new housing in Moray, Housing land and affordable housing. JJ spoke to JG to try and resolve this problem which concerned developer contributions.</p> <p>JG read through Supplementary Guidance on this subject and advised that</p>  |                                   |

|                   |   |  |
|-------------------|---|--|
|                   | <p>The Council went out to consultation on Supplementary Guidance on Developer Obligations which identified the infrastructure requirements necessary to support the scale of development identified in the local plan this included new schools, community facilities, cemeteries, roads, core paths, health board facilities etc. The Council have always collected money for most of these infrastructure improvements but this is the first time we have laid out the requirements in supplementary guidance. There have also been discussions about the need for funding the infrastructure.</p> <p>There will be a report on Supplementary Guidance going to <a href="#">Committee on 1 December</a> and a briefing for members/developers on the 12<sup>th</sup> November.</p> <p><a href="#">Supplementary Guidance</a></p> |  |
| <p><b>10.</b></p> | <p><b>Date of Next Meeting</b></p> <p>Thursday 10<sup>th</sup> December, 2 – 4pm – venue to be confirmed.</p>   |  |

## **Central Elgin Regeneration – Project Action Plan for 9/15 – 8/16**

|                      |                                  |
|----------------------|----------------------------------|
| Project Title        | <b>1. Re-use of First Floors</b> |
| Lead Officer         | <b>Beverly Smith</b>             |
| Projects Coordinator | <b>David Duncan</b>              |
| Project Officer      | Ross McCleary                    |
| Key Contacts         | TBC                              |

|                      |                             |
|----------------------|-----------------------------|
| Project Title        | <b>2. Lighting Strategy</b> |
| Lead Officer         | <b>Beverly Smith</b>        |
| Projects Coordinator | <b>David Duncan</b>         |
| Project Officer      | Craig Wilson                |
| Key Contacts         | TBC                         |

|                      |   |
|----------------------|---|
| Project Title        | <b>3. Elgin Town Hall (Outdoor Civic Space)</b> |
| Lead Officer         | <b>Moray MacLeod</b>                            |
| Projects Coordinator | <b>David Duncan</b>                             |
| Project Officer      | TBC   |
| Key Contacts         | TBC   |

|                      |                                   |
|----------------------|-----------------------------------|
| Project Title        | <b>4. Re-use of Ground Floors</b> |
| Lead Officer         | <b>Beverly Smith</b>              |
| Projects Coordinator | <b>David Duncan</b>               |
| Project Officer      | Ross McCleary                     |
| Key Contacts         | TBC                               |

|                      |                             |
|----------------------|-----------------------------|
| Project Title        | <b>5. City Centre Wi-Fi</b> |
| Lead Officer         | <b>Beverly Smith</b>        |
| Projects Coordinator | <b>David Duncan</b>         |
| Project Officer      | TBC                         |
| Key Contacts         | TBC                         |

|                      |                              |
|----------------------|------------------------------|
| Project Title        | <b>6. Bus Station Review</b> |
| Lead Officer         | <b>Nicola Moss</b>           |
| Projects Coordinator | <b>David Duncan</b>          |
| Project Officer      | Donald MacRae                |
| Key Contacts         | TBC                          |

|                      |                              |
|----------------------|------------------------------|
| Project Title        | <b>7. Car Parking Review</b> |
| Lead Officer         | <b>Nicola Moss</b>           |
| Projects Coordinator | <b>David Duncan</b>          |
| Project Officer      | Dave Malpass/Nominee         |
| Key Contacts         | TBC                          |

|                      |                                      |
|----------------------|--------------------------------------|
| Project Title        | <b>8. Trail High Street Access -</b> |
| Lead Officer         | <b>Nicola Moss</b>                   |
| Projects Coordinator | <b>David Duncan</b>                  |
| Project Officer      | Dave Malpass/Nominee                 |
| Key Contacts         | TBC                                  |

|                      |                         |
|----------------------|-------------------------|
| Project Title        | <b>9. Signage Audit</b> |
| Lead Officer         | <b>Nicola Moss</b>      |
| Projects Coordinator | <b>David Duncan</b>     |
| Project Officer      | Dave Malpass/Nominee    |
| Key Contacts         | TBC                     |

|                      |  |
|----------------------|--|
| Project Title        | <b>10A. Streetscape Review<br/>Lossie Wynd, A96 &amp; A941 Crossings, North Street</b> |
| Lead Officer         | <b>Nicola Moss</b>   |
| Projects Coordinator | <b>David Duncan</b>  |
| Project Officer      | Dave Malpass/Nominee   |
| Key Contacts         | TBC  |

|                      |  |
|----------------------|--|
| Project Title        | <b>10B. Streetscape Review<br/>College Street to Cathedral</b> |
| Lead Officer         | <b>Nicola Moss</b>   |
| Projects Coordinator | <b>David Duncan</b>  |
| Project Officer      | Dave Malpass/Nominee   |
| Key Contacts         | TBC  |

|                      |                                |
|----------------------|--------------------------------|
| Project Title        | <b>11. Outdoor Event Space</b> |
| Lead Officer         | <b>Beverly Smith</b>           |
| Projects Coordinator | <b>David Duncan</b>            |
| Project Officer      | Gill Neill                     |
| Key Contacts         | TBC                            |

|                      |                        |
|----------------------|------------------------|
| Project Title        | <b>12. Cooper Park</b> |
| Lead Officer         | <b>Ian Bruce</b>       |
| Projects Coordinator | <b>David Duncan</b>    |
| Project Officer      | Ken Kennedy            |
| Key Contacts         | TBC                    |

|                      |                        |
|----------------------|------------------------|
| Project Title        | <b>13. Art Village</b> |
| Lead Officer         | <b>Beverly Smith</b>   |
| Projects Coordinator | <b>David Duncan</b>    |
| Project Officer      | TBC                    |
| Key Contacts         | TBC                    |