

Moray Economic Strategy – Implementation Programme Status Update July to September 2014

Overall

A focus for the partnership during the summer has been preparing a response to a consultation by the Department for Transport on the Civil Aviation Authority's proposed criteria for the location of a UK spaceport. With 2 out of 8 of the potential locations in Moray at Kinloss Barracks and RAF Lossiemouth the partnership has coordinated a response for the community to the [Department for Transportation Consultation](#) on criteria to determine the location of a UK spaceport. 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.

On August 26 RAF Lossiemouth hosted an engagement of the [Grampian Food Forum](#) with the food and drink sector in Moray and Aberdeenshire. The food forum is supported by Moray Council and Highlands and Islands Enterprise as an organisation to support the growth of business in this key sector. The Chair & Vice Chair of the partnership attended and paved the way for a future engagement with the engineering sector.

On September 11, Moray Council agreed to submit the [Proposed Local Development Plan](#) and the unresolved representations, to the Scottish Government and request an Examination. The Proposed Plan represents the "settled view" of the Council. The Local Development Plan is a vital aspect of supporting and facilitating the Council's priority for economic growth. In addition to the land designations for housing and employment land, the Plan sets out policies and an Action Programme which will be delivered through positive engagement with partner organisations, developers and consultees. The Plan also aims to deliver other key aspects of Moray 2023 the Ten Year Plan including the delivery of affordable housing and conservation and enhancement of our high quality environment. The Action Plan will be monitored annually through a Monitoring Report. The Plan is scheduled for adoption September 2015 and provides the vision and spatial strategy for the growth of Moray for the next 10-20 years.

Key Moray business support organisations have joined together to develop an exciting programme of seminars, speakers, events and workshops designed to inspire businesses to innovate, grow and internationalise. This inaugural Moray Business Week will be held from 10-14 November 2014 at venues across Moray.

Designed to offer something for everyone regardless of the size and nature of the business, the week will cover almost every topic relating to business growth. This will include exporting, developing new markets, digital engagement, For more information, or to book a place on these events, go to: <http://www.eventbrite.co.uk/o/moray-business-week-7522778395>

Communications during this period have included items published in the Herald, Scotsman and Northern Scot including quotes from the MEP, articles and features about Tourism including Moray as home to the Real Macbeth and the first annual Findhorn Arts Festival, also Moray's population growth, preparations for Moray

Business Week in November and the Department for Transportation consultation on the location of a UK spaceport.

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Tourism and Culture

- **Moray Chamber of Commerce Tourism** Operations Manager is concentrating on establishment of the MoraySpeyside brand, development of the MoraySpeyside.com web site, promotion of WorldHost Customer Care training, business engagement and project development. Cameron is providing advice and guidance to local tourism groups and business networks across Moray and promoting WorldHost Destination status.

MoraySpeyside will have a stand at the VisitScotland Expo in Glasgow on 22-23 April 2015, and is now a member of the Scottish Tourism Alliance, raising Moray's profile with industry colleagues and influencing national policies.

- The C&T Group and the Skills Group are working with People 1st with the aim of achieving **WorldHost Destination** status for Moray. Moray is one of 10 pilot areas identified in Scotland and People 1st has been awarded funding which will be used to subsidise training costs for employees of businesses. Moray has been awarded £4000 by People 1st to promote WorldHost Destination status.

People 1st has agreed that principal towns in each Moray Area Schools group will themselves be able to achieve WorldHost Destination status in their own right.

- **Findhorn Bay Arts Festival** took place 24th to 28th September, part of the Year of Homecoming Scotland 2014. The festival offered an amazing variety of arts and cultural events in Forres and Findhorn, and saw local and international artists gathering together to entertain with outdoor theatre, live music, fine art and photography, and much more.
- Findhorn Bay Arts Festival has been awarded £205,819 by Creative Scotland for its **iGNITE** programme which will explore a new model of arts provision for young people that will nurture creativity and new talent.
- **Piping Hot Forres** was an even greater success than 2013, attracting around 20,000 people
- **Speyside Whisky Festival**, Moray Feelgood Festival, Elgin Food Festival and Speyfest are other examples of successful events which are contributing significantly to the Moray economy.
- **The Moray strategy for development of Culture, Arts and Heritage** is now in final draft. Subject to endorsement by the MEP a launch event will be organised along the lines of the Tourism Strategy launch.
- **The Laich of Moray** steering group has been assisted by the Interface organisation to make contact with Scottish Universities with a view to conducting academic research into the natural and cultural heritage of the area.

The Tracks 2015 group has been formed by Forres and Dufftown communities in partnership with the Great Canadian Travel Company to celebrate the achievements of cousins Lord Strathcona and Lord Mountstevan in Canada.

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Skills and Training

Action plan

The group held an extended meeting with HIE to update the actions plan based on the Wood Commission report, SIP and the 10 year plan. The revised action plan has now been agreed.

There have been several new actions added including:

- Inclusion of Social Enterprise into the Strategic Skills Pipeline.
- Group to be aware of developments within key sectors within Moray including land management, health and social care and creative industries.
- Analyse route sector maps produced by HIE.
- Investigate Skills needs of Armed Forces personnel and their families.
- Promote and evaluate range of provision to training of individuals in new technology (recognising the need to update skills of unemployed individuals who now have to use IT to apply for benefits)

Several actions have been completed.

David Reid from HIE has been invited onto the group.

Business rep

The group also arranged a meeting with the business umbrella groups to discuss the best way forward to ensure that there is a link with local business and skills needs recognising that the group remit is so broad. It was agreed at the meeting that we would work with Business Gateway to cascade information. It was also agreed to target relevant sectors as and when specific issues arise.

The group will also arrange to present at a future lunch & learn event.

Events:

Moray Business Week

The Group has supported the development of the Moray Business Week which takes place between the 10th - 14th November. There will be a focus on Modern Apprenticeships at the 'Human resource for business' event on Thursday 13th November in the Alexander Graham Bell Centre for Digital Health.

Learning Through Work Week

Schools across Moray have been asked to hold a range of events to promote MA's and the value of learning while in work during the week of the 3rd November.

Jobsfayre 2015 - Moray Jobs and You

The groups are organising a jobsfayre for February 2015. This will focus on jobs and upskilling in employment.

Moray Skills Pipeline - European Funding

Still not definitive date for the launch of the funds. Application has been submitted to focus on developing stage 1 and stage 5 of the Moray skills pipeline.

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Development

The Consultants' Report on **The Elgin City Centre Masterplan: Mini Charrette**, jointly funded by Moray Council and Scottish Government, was completed in August, and is available on the Scottish government and The Moray Council website (at <http://www.moray.gov.uk/downloads/file94800.pdf>) A report on the key features and findings and way forward has been presented to the Council's ED&IS Committee on 5 August 2014. Following this, a report illustrating how the production of a Masterplan and Development Brief for the Lossie Green area relates to key provisions of Moray 2023 A Plan For The Future, (The Ten Year Plan), was presented to the meeting of the Moray Economic Partnership Board on 2 September 2014 and the report was endorsed. It is intended to undertake a wider, Public Charrette during this financial year, to further inform the Masterplan, and would include a more detailed financial appraisal, and stakeholder workshops to further inform the vision and feasibility of Arts, Civic, and Cultural and associated educational provision; and a strategy for the future planning of Cooper Park. Scottish government has confirmed its intention to make a formal offer of up to £20,000, subject to match funding. A report requesting the allocation of this funding is to be presented to the Council. As a result of this Masterplan and related Development Brief, The MEP will have a proposition which can be used to market specific investment and development opportunities, which can contribute to the regeneration of central Elgin.

The development of the Masterplan will address and coordinate the following individual projects which are identified in The Moray Economic Strategy Action Plan:

- Lossie Green Development Brief
- A96 North Development Brief
- Southern A96 Frontage Consolidation
- Town Hall Feasibility Assessment
- Bus Station Relocation
- Alexandra Road Improvements
- Lossie Green Multi Storey Car Park
- Replacement Lorry Park
- City Centre Lighting Strategy
- New Arts School / Centre
- Assist Hotel Development

These projects are to be developed in conjunction with the other Programme Groups, and in particular Tourism and Culture, and Transportation.

Other live projects are:

Options Appraisal for potential location of an all weather football pitch in central Elgin. One consideration of relevance for The MES is the potential loss of development value should an option be selected which requires land identified in the Lossie Green Masterplan. Costings have been prepared, to inform discussions with a potential funder, and a meeting requested.

Proposed retail development at **Bogton Road, Forres**, including potential relocation of

Forres Mechanics FC. Moray Council has commissioned property and legal advice in order to assist in further consideration of proposal by developer. A report on this is to be presented to The Council by the end 2014.

Buckie Harbour. Assisting Transportation Group in making plans which may lead to development and expansion of harbour. Consultants have been commissioned to prepare a Masterplan

Industrial Portfolio – Capital Development Programme. A report on this Programme, which is intended to support the main aims/objectives of The Moray Economic Strategy by helping to diversify and grow the Moray economy, was considered by the Council in March, when it was agreed to approve new industrial development projects detailed in the confidential report, including development of units at March Road, Buckie.

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Transportation

- **Developments at Buckie Harbour :** Design work is progressing on the refurbishment of the Old Net Store in Buckie to convert it to 6 new industrial units which it is hoped will provide for harbour-related activities. Planning permission and Building Warrant has been obtained. Anticipated completion end December 2014. Marketing of the Buckie Shipyard is now closed and discussions are ongoing with respondents. A harbour management plan has been commissioned jointly by HIE and The Moray Council and will provide a framework with options on securing growth for indigenous businesses as well as opportunities for future development. Buckie harbour has been shortlisted by MORL for the O&M contract. Key milestone will be the Contract for Difference being awarded.
- **Dualling of the A96:** Work by the Transport Scotland design team and their consultants is continuing. There was a liaison meeting with Local Authorities and Regional Transport Partnerships in April 2014 with a further meeting in September to discuss the junction, lay-by, rest area and non motorised user strategies. It is likely that alternative routes for the dual carriageway in Moray will be available for consultation in about 12 months time.
- **A95 Craigellachie to Aviemore:** HITRANS have offered to contribute up to £30k to the Moray Economic Partnership for a study to determine the economic and operational benefits of improving parts of the A95, and to identify the work required to gain maximum benefits from relatively low cost improvements. This work has been delayed and will commence in October 2014.
- **Lossie Green, Elgin.** There are 4 transportation theme projects linked to this proposal. These are the relocation of the Elgin Bus Station, the relocation of the Elgin Lorry Park, car parking and improvements to junctions and pedestrian facilities on Alexandra Road, and consideration of these transport issues will form an integral part of any development proposals. No

transportation work has started on this as timescale is dependant on the main development project.

- **Elgin Cycle Network:** The Council has been successful in its bid for funding from Sustrans who are administering the £20m Government fund for “Community Links” projects. It is proposed to construct a cycleway along the full length of the floodworks embankment running East - West through Elgin, and if possible, extended to Lhanbryde. This will link a significant number of residential areas with areas of employment and retail activities in the town, improving accessibility to jobs and to businesses. Design work is progressing on this project.
- **Whisky Tourist Transport:** The need for local transport to cater for whisky tourists in Speyside during the summer months has been identified. It is proposed to work jointly with the Tourism and Culture group to assess feasibility and then liaise with the whisky industry to determine if there is a willingness to provide transport. This project has yet to progress.

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Inward Investment and Business Growth

- **Buckie Harbour:** The master plan exercise is now underway, with consultants appointed and completing consultations and a workshop. A learning journey to Lowestoft has been set up for the 5th and 6th of November. A supply chain event is planned for before Christmas, subject to a suitable date being agreed with EDPR.
- **Enterprise Park Forres:** Discussions are underway with a number of investors. The work on planning the next phase of development continues with the intention that a submission will be made in due course. An action plan for the next 12 months and 36 months is being prepared.
- **Inward Investment:** There continues to be a healthy pipeline of enquiries, with negotiations underway with a number of companies in the Life Science, Energy and Engineering sectors. The event planned for autumn with Energy North has been put back to early 2015, although Energy North did hold a planning meeting in Moray this month.
- **Spaceport:** A response has been submitted by both MEP and HIE on the consultation on the location for a Spaceport. Work is now underway to prepare a formal bid for the Spaceport to be located in Moray at Kinloss.

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