

Moray Economic Partnership (MEP)

Thursday 14 December 2017, 10am

Job Centre Plus, Elgin

In attendance

Jane Munro	Department of Work and Pensions
John Cowe (Chair)	Moray Council
Jim Grant	Moray Council
Steve Hutcheon	HIE
Ranald Robertson	Hitrans
Fraser Grieve	SCDI
Helen Ross	Muckle Media
Dawn McNiven	Platform PR
Lara McKay	Moray Chamber of Commerce
Rhona Gunn	Moray Council
Gordon Sutherland	Moray Council
Stephen Sheridan	Skills Development Scotland
Laurie Piper	Moray Speyside Tourism

Apologies

Dave McCallum	SDS
Donna Chisholm	HIE
Malcolm McNeil	TSI Moray
David Patterson	Moray College
Murray Ferguson	CNPA
James Johnston	The Moray Strategic Business Forum

<p>Introduction</p> <p>JC welcomed everyone to the meeting and asked that everyone introduce themselves.</p> <p>Jane Munro from Department of Work and Pensions (DWP) welcomed everyone to the Job Centre in Elgin and explained that her job is to look after employers and partners in Moray with the aim to get people into sustainable employment. DWP has budget to procure Training for unemployed, for example recently facilitated a 2 week construction course where the individual would receive 5 certificates at the end of the course. DWP works with local employers to provide work experience for example Springfield and Morrison construction in relation to the construction sector.</p> <p>Employer Advisers provide information to clients, organise training and work closely with a group of disabled clients and employers to provide coaching and support.</p> <p>Jane gave a recent example of partnership working between the NHS & DWP using a mobile health information bus which visited Lhanbryde and Huntly showing a universal credit video</p>	
---	--

	<p>also providing assistance to access help on-line. Jane confirmed there is no app for universal credit but forms can be completed on phone, tablet and laptop. Library also has WIFI if no WIFI at home.</p> <p>There is also a digital skills course to be organised.</p> <p>There is office space available in the building occupied by DWP Elgin Job Centre Plus. Jane took interested parties on a tour at the close of the meeting. Interested in space contact within Elgin Jobcentre Plus premises:</p> <p>Irene MacGillivray Estates, People & Locations Lead Jobcentre Plus DWP 83-97 Church Street Inverness IV1 1ES</p> <p>01463 663623 07392 199 956</p>	
1.	<p>Meeting Note and Actions</p> <p>JC reiterated that it has been an excellent effort by the team in relation to Moray Growth Deal.</p> <p>Forres was named Scotland's most beautiful High Street 2017 in competition promoted by Scotland Towns Partnership</p>	
2.	<p>Media Report and Planning</p> <p>Muckle Media are continuing to provide support on Moray Growth Deal and currently working with Rhona and David Moreton on branding. There have been 3,000 unique visits to My Moray website, 1200 took the survey online and the following on social media is over 1,000 with an 83% approval rating.</p> <p>Muckle Media has supported Moray Speyside Tourism to produce short-films featuring young local people employed in the visitor economy.</p> <p>https://www.facebook.com/MorayFirthTours/videos/1785997884807099/</p> <p>Collaborative working with Lorna and Craig at Business Gateway for Moray Business Week. Case studies on of business working digitally housed on My Moray Website.</p> <p>The Christmas campaign will be more modest this year in to reflect constraints on public sector budgets. Muckle Media have worked with business and individuals who were willing to give time and products and have rewritten the lyrics for 12 days of Christmas and sung by Rising Stars from Forres.</p> <p>1st – Hanging a Christmas Card (featuring a partridge) provided by I Like Birds. 2nd – Two turtle neck sweaters at Johnstons at Elgin.</p>	

	<p>3rd – French windows opened at new build built by Robertson Homes 4th – Four calling birdies at Hopeman Golf Course 5th – Sample five gold rings (drams of Speyside Malt at Craigellachie Hotel) 6th – Six salmon smoking at Associated Seafoods, Buckie 7th – Seven dolphins swimming at Scottish Dolphin Centre, Spey Bay 8th – eight maids a baking shortbread at Walkers 9th – Nine ladies dancing depicted as wind turbines at one of Moray’s windfarms 10th – ten flames a leaping with the burning of the Clavie, Burghead 11th – Eleven pipers piping at Piping at Forres 12th – Twelve drummers drumming from Drumfun in Forres</p> <p>This was produced as a video and will be projected onto St Giles Church on Friday 15th December.</p> <p>Other promotions worked on included –</p> <ul style="list-style-type: none"> • Scotland’s Most Beautiful High Street/MFR Interview to promote voting • Article on the Beatles in the Scotsman. • Northern Scot columns for Chair • Scottish Apprentice Week 3rd – 8th March 2018. • Moray received World Host status. • Business Loans Scotland publicising Moray and the fund on back of loans made to Windswept Brewing Co and Wooha Brewing Co. 	
3.	<p>Moray Growth Deal - Progress</p> <p>In the UK Government’s budget announcement it was made clear there was funding for further City Deals and Growth Deals although Moray wasn’t specifically mentioned. Clarification will be sought. There are a number of other authorities also working on deals and at different stages of progress. There is a common expectation that to get Heads of Terms localities would normally be mentioned in the statement. However, to date there has been no clear line from government on this.</p> <p>At key officers meeting in October RG had raised the significance of the Westminster budget as a gateway as this impacted on the target date for Heads of Terms but was advised that this wasn’t a prerequisite by civil servants. The target date partners are working to will now be pushed back to June 2018 and we have been assured that this is still ambitious but realistic by those advisers. However, we will continue to seek clarity around this from civil servants route and Cosla contacts.</p> <p>The Growth Deal Programme Board has prioritised work on 8 out of the 14 strategic outline cases and developed them to a good state of readiness. Work progresses to refine and polish these for submission and work on the others will be done once the first 8 have been completed. The target date to refine the first 8 cases is end of January 2018.</p> <p>Engagement with Moray’s larger employers has been done targeting 14 businesses in Moray. There has been a good level of support for a Business Assembly as a sounding board for the development of the deal with 4 or 5 to date willing and interested to participate.</p> <p>This will not go launch until we have a good sense of support and degree of confidence. The Assembly would need a core of consistent members who agree on media approach and</p>	SH

	understand the deal process. The Growth Deal Board may be reconfigured in light of this. SH to speak to Donna Chisholm about it and put suggestions over to RG.	
4.	<p>Community Planning, Moray 2027, Moray Economic Partnership, the Moray Economic Strategy</p> <p>LOIP not approved at CPB meeting December 7 – therefore item deferred until next meeting.</p>	
5.	<p>Employability Moray/Moray Skills</p> <p>Joint meeting with Employability Moray and MEP took place in November to discuss final comments on draft Moray Skills Investment Plan and to agree general leads for actions.</p> <p>The next step will be taken through a short life working group to further define and assign actions to agencies from the SIP. Group includes Rhona, Laurence, Stephen Sheridan, Gill Arnott of DYW Moray, David Patterson, and Susan Addison of HIE. All work streams have a lead and will report back to meeting.</p> <p>Group will also consider wider issues arising from the LOIP and the role of Employability</p> <p>It will be clearer in new year how to move forward and a further update to be added into MEP in May 2018.</p>	
6.	<p>Mobile Phone and Broadband</p> <p>A briefing paper was circulated to MEP group and JG to send round related mapping info.</p>	JG
7.	<p>Partner updates</p> <p>Moray Speyside Tourism Muckle Media supported MST conference during Moray Business Week which was sold out with 140 attending. There was a series of interesting and engaging speakers with good impact on the future of the web and fantastic feedback.</p> <p>25 Travel Trade buyers had their first visit to Moray for a 3 day workshop. Companies went away with 5 figure contract after event and will work together with travel trade. They were not aware of what was in Moray and there will be a similar programme for next year working with Education and Tourism across the region.</p> <p>A cross boundary LEADER application has been received together with Aberdeenshire and will work closely with Inverness.</p> <p>Moray Chamber of Commerce Awards lunch was held at the Elgin Golf Club November 15 during business week. The Chamber is planning events and training courses for next year. AGM on 24th January 3pm at The Inkwel. Elgin. Sarah Medcraf will return from maternity leave in February 2018.</p> <p>HIE Charlotte Wright is now Chief Executive, David Oxley is now Director of Business and Sector Development and Donna Chisholm is the Area Manager for Moray. Susan Addison started in</p>	

	<p>October as Head of Business Growth (Moray). HIE are keen to input into the refresh of the Moray Economic Strategy (financial and time).</p> <p>There has been a lot of healthy interest from business locating to Elgin Business Park. The development of site infrastructure is ongoing and the Council is awaiting planning application for landscaping.</p> <p>SDS Nationally awaiting budget announcement. Modern apprenticeships, foundation apprenticeships in UHI network have more places for next year. SDS will circulate email.</p> <p>SCDI There are a number of new board members and will launch rural commission next month which is Rural Business led.</p> <p>Hitrans Transport Scotland has been approach to reconnect the Keith - Dufftown Railway (KDR) with main rail line. Hitrans will take forward work on feasibility. KDR could have more steam trains in next couple of months.</p> <p>In one year we should see HSTs Virgin East Coast as every second train with increased capacity. In 2019, Highland mainline to Glasgow and Edinburgh should also have a lot more capacity. The announcement on Dalcross is imminent.</p> <p>Council budget consultation – http://www.moray.gov.uk/moray_standard/page_116484.html</p> <p>Main Issues Report 2018 for Moray Local Development Plan 2020 is now open for consultation and all details on link below. http://www.moray.gov.uk/moray_standard/page_116707.html</p> <p>Update emailed from CNPA</p> <ul style="list-style-type: none"> • Cairngorms Local Development Plan Main Issues Report is out to consultation until 2 March. Full information and detailed evidence paper on housing and economy available here. Tomintoul consultation event is on 18 January http://cairngorms.co.uk/consultation/mir/ • Cairngorms National Park has been accredited for third time as an internationally approved sustainable destination http://cairngorms.co.uk/cairngorms-national-park-leads-the-way-in-europe/ • General update on our tourism work in our Board paper (paper 5 plus 2 annexes) http://cairngorms.co.uk/meeting/board-2017-12-08/ • Useful overview of our work at present with partners is in our CEO’s report at http://cairngorms.co.uk/resource/docs/boardpapers/08122017/171208CNPABdPaper2CEOReport.pdf 	SDS
--	---	------------

	Next Meeting – Thursday 22 February 2018 – 10am – Venue to be confirmed.	
--	--	--