

Moray Economic Partnership

Teams Meeting

Wednesday 7th December 2022

In Attendance	
Jim Grant	Moray Council (Chair)
Chris Muir	Moray Council
Michael Kelly	Moray Council
David Patterson	Moray College UHI
Fiona Robb	HIE
Sarah Medcraf	Moray Chamber of Commerce
Stephen Sheridan	SDS
Gemma Cruickshank	Visit Moray Speyside
Carol Wink (Minutes)	HIE

Apologies

Graham Leadbitter (Chair)	Moray Council
David Reid	HIE
Rhona Gunn	Moray Council
Pearl Hamilton	FSB
Andrew Anderson	tsiMoray

1. Welcome	JG Chaired the meeting on behalf of GL.
2. Minutes from last meeting and matters arising	Minutes agreed and actions from the previous meeting were addressed at relevant stages in the agenda.
3. Moray Growth Deal Update	<p>Moray Council presented the supporting paper giving an update on project progress, a summary of the challenges affecting the projects and outlining the programme of activity planned for the coming months.</p> <p>It was reported that if FBC approval is secured for the Bus Revolution project during December as planned this will enable the project to go live in Q1 23/24. This project will provide a service for businesses as well as residents in Moray. CM requested that if MEP members are aware of any businesses experiencing problems getting employees to/from site to bring them to his attention.</p> <p>Discussion around the BE Hub project highlighted the slow rate of progress being made and the need for the BE Hub Board to be re-established now that the project team are in place.</p>

	<p>The MGD Annual Report which is currently being drafted will be presented to the MEP prior to being finalised to enable members to comment and to ensure all risks, milestones and benefits achieved by the programme are being captured. Partners were asked to consider how they can assist in developing the Benefits Realisation Plan.</p> <p>Action: MEP members to alert Moray Council of businesses experiencing problems getting employees to/from site.</p> <p>Action: Draft MGD Annual Report to be presented to the MEP for comment prior to being finalised.</p> <p>Action: Partners to consider how they can assist in developing the Benefits Realisation Plan.</p>
<p>4.</p>	<p>Childcare</p> <p>Moray Council presented the supporting Childcare Problem paper which covered the growing challenge of childcare provision and the importance of childcare to a productive economy. The paper highlighted the scale and impact of the problem and outlined concerns raised during a follow-up engagement session with childcare providers held jointly by the Chamber of Commerce and RAF Lossiemouth.</p> <p>The MEP agreed that a short-life Working Group, made up of partners at a strategic level, will be put into place to pull together in-depth research to develop a detailed business case setting out the scale of the issue, the economic consequences and clear evidence of demand and capacity issues.</p> <p>HIE, Chamber of Commerce and Moray Council indicated that their organisations would be willing to be part of this Working Group.</p> <p>Action: a short-life Working Group to be established to develop a detailed business case to evidence demand and capacity issues of childcare provision in Moray.</p>
<p>5.</p>	<p>MEP Membership</p> <p>MEP members agreed to the two-strand approach to MEP meetings where active development partners will meet on a regular basis with wider MEP member organisations being invited to attend once/twice a year or when agenda points are relevant.</p>
<p>6.</p>	<p>MES</p> <p>MEP members discussed the proposed reporting template. All Working Groups will use the template for reporting purposes.</p> <p>It was suggested that it would be useful to incorporate a visual showing – project progress to date/projects currently being undertaken/projects planned for future.</p> <p>MES Working Groups are due to schedule their next round of action planning meetings and report on progress being made against key themes and priority areas for action. It was noted that the Communities and Place and Business Groups need to develop Delivery Plans.</p>

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<p>7.</p>	<p>Impact of Financial Statement</p> <p>Moray Chamber of Commerce presented a paper highlighting the key implications for businesses as a result of the financial statement from the UK Government on 17 November 2022, covering taxes, national living wage, energy, infrastructure and innovation. The Chamber also outlined key priorities for business being presented to Scottish Government ahead of the budget on 15 December.</p> <p>MEP members agreed that all organisations are experiencing the significant reductions in budget allocations and therefore it is essential that a shared set of priorities and resources is presented to Government to increase the lobbying voice of businesses in the Moray area.</p>
<p>8.</p>	<p>Communications</p> <p>Moray Council presented a draft paper outlining suggested changes required to the Comms Protocol.</p> <p>It was agreed that a more defined process is required to ensure maximum value from the remaining 6 months of the current White Label contract. CM reported that White Label will be required to attend each Comms Working Group which will meet quarterly from now on.</p> <p>MEP members agreed that CM will sit on this group and representation from at least 3 other MEP partners will be required (ie. HIE, Chamber of Commerce, Visit Moray Speyside). CM is scheduled to meet with White Label on 14 December and requested that HIE also attend this meeting.</p> <p>Following discussion, it was agreed that to make optimum use of White Labels expertise, more work could be done on developing marketing campaigns, for example, promoting skills development. It was agreed that MEP members identify which marketing campaign(s) need to be undertaken and clear messaging given to White Label.</p> <p>CM reported that White Label are still unable to access Google Analytics or Facebook accounts for My Moray which is having an impact on the success of the media contract as they are unable to provide data on traffic, engagement and reach from comms activity in their quarterly and annual reporting. FR agreed to follow this up with colleagues in HIE.</p> <p>GC reported that she is keen to ensure that any messaging being developed and delivered by White Label ties in with the work being undertaken by Visit Moray Speyside to promote Moray as a place to live, work and visit.</p> <p>Action: MEP members to identify which marketing campaign(s) need to be undertaken to maximise the remaining 6 months of the White Label Comms contract.</p>

	Action: HIE to follow-up White Label's access to Google Analytics and Facebook accounts for My Moray with HIE colleagues.
9.	AOB and Date of next meeting None Date of next meeting to be confirmed.
10	Close

ACTIONS SUMMARY		
	MEP members to alert Moray Council of businesses experiencing problems getting employees to/from site.	ALL
	Draft MGD Annual Report to be presented to the MEP for comment prior to being finalised.	TMC
	Partners to consider how they can assist in developing the Benefits Realisation Plan.	ALL
	A short-life Working Group to be established to develop a detailed business case to evidence demand and capacity issues of childcare provision in Moray.	TMC
	MES Working Groups to schedule their next round of action planning meetings and report on progress being made against key themes and priority areas for action.	ALL
	Communities and Place and Business Groups to develop Delivery Plans.	ALL
	MEP members to identify which marketing campaign(s) need to be undertaken to maximise the remaining 6 months of the White Label Comms contract.	ALL
	HIE to follow-up White Label's access to Google Analytics and Facebook accounts for My Moray with HIE colleagues.	HIE