

## Moray Economic Partnership (MEP)

Thursday 25 May 2017

Site Visit at Macallan – 9am

Craigellachie Hotel – 10am

### Attendance

John Cowe (Chair) (JC)	Moray Council
Calum MacPherson (CM)	Robertson (Host)
Gordon Sutherland (GS)	Moray Council
Rhona Gunn (RG)	Moray Council
Jim Grant (JG)	Moray Council
David Moreton (DM)	Moray Council
Amanda Walker	Moray Council
Kirsty Main Ellen	Moray Council
Carl Bennett	Moray Council
Dawn McNiven (DM)	Platform PR
Jane Cumming (JACU)	Platform PR
Helen Ross (HS)	Muckle Media
Dave McCallum (DM)	Skills Development Scotland
Lara Mackay	Moray Chamber of Commerce
Georgia Dunk	Moray Chamber of Commerce
Steven Hutcheon (SH)	HIE
Malcolm McNeil (MN)	tsiMoray
Murray Ferguson	CNPA
Ranald Robertson	Hitrans
Joanne Chisholm	The Moray Council (mins)

### Apologies

James Johnston (JJ)	The Moray Strategic Business Forum
Tom McGarry	UHI
Fraser Grieve	SCDI

Item	Subject	Action
	<p><b>Welcome</b></p> <p>JC opened the meeting and welcomed Calum MacPherson from Robertson and thanked him for arranging a visit to the construction site at Macallan.</p> <p>Following introductions, Calum explained how delighted he is that MEP took time to come and see the development. Robertson now employs 2150 people and is within the top 25 contractors in the UK. The quality and precision that has gone into the construction has to match the approach and provenance of</p>	

	<p>the Macallan product, this is a world class project and has helped Robertson to demonstrate its capability to deliver major commercial developments. Robertson still builds houses along with many other projects and Calum thanked MEP for enabling him to host today.</p> <p>Having noted apologies from the vice chair, the chair read out a few words to the meeting on his behalf emphasising the need for roles and responsibilities for the Community Planning Partnerships and MEP in particular to be clarified as the new Local Outcome Improvement Plan emerges in the autumn. Given the ongoing need to deliver both Moray Economic Strategy and the rapidly evolving Growth Bid, strong and consistent leadership and clarity of purpose was essential. The Council and Community Planning Partnership were both entering a new phase and it was essential that these issues were addressed as part of the forward planning currently ongoing.</p>	
1.	<p><b>Meeting Note and Actions from 23 February 2017</b></p> <p>No actions or queries and the group approved the note of the previous meeting.</p>	
2.	<p><b>Introduction to Muckle Media</b></p> <p>Muckle Media are now the media services provider for MEP. HS explained they have a larger team back at base with different members of the team taking different leads. HS would like to capture quality, provenance and hard work mentioned by Calum but from the communication side and will also be supporting the growth bid and looking at ways to put Moray on the map.</p> <p>HS will meet with the programme managers group next week and meet with as many people as possible over the next couple of weeks and once that process is concluded will look at targets and review.</p> <p><b>Public Relation Activities 23 February – 23 May 2017</b></p> <p>Campaigns and initiatives</p> <ul style="list-style-type: none"> <li>• WorldHost ongoing support</li> <li>• Support for Moray Business Week (ongoing for 2017)</li> <li>• Have a Moray Christmas advert social media</li> <li>• Door Open Day (23 Sep)</li> </ul> <p>Future Stories</p> <ul style="list-style-type: none"> <li>• Family firms story for Scotsman and wider circulation</li> <li>• Friends of the Scotsman article on Lossiemouth and Kinloss investment</li> <li>• Northern Scot Column (New Council, reinforce priorities to grow economy, Moray Employability Strategy &amp; The Moray Skills Pathways on the 23<sup>rd</sup> May 2017.</li> </ul> <p>23 February 2017 to 23 May Coverage</p>	

	<ul style="list-style-type: none"> <li>• Apprenticeship Week (6-10 March)</li> <li>• Castle to Cathedral Support – Royal Visit</li> <li>• Kinloss Barracks Employment and Leisure Fayre (May) joint initiative</li> <li>• WorldHost</li> <li>• Fochabers and Forres announced destination status</li> <li>• Northern Scot columns - 2017 Year of Heritage (on hold) and WorldHost</li> </ul>	
3.	<p><b>Community Planning in Moray – The next Community Plan – Moray Local Outcome Improvement Plan (LOIP)</b></p> <p>Kirsty, Amanda and Carl carried out presentation explaining themes and challenges for Moray in the LOIP. The process is to understand local needs, circumstances and aspirations, compare locally and nationally and prioritise to improve Moray long term outcomes. Community Planning will then look at indicators/targets, Actions plan, define resources and engage with communities.</p> <p><b>Aging population</b></p> <ul style="list-style-type: none"> <li>• Higher proportion of residents aged 60 and over</li> <li>• More older people with intensive needs remain at home</li> <li>• Older population in rural and coastal areas</li> <li>• Access deprivation</li> </ul> <p><b>Young People</b></p> <ul style="list-style-type: none"> <li>• Missing age group</li> <li>• Variation in attainment</li> <li>• Variation in positive destinations</li> <li>• Aspiration of young people/industry in Moray</li> </ul> <p>There are few younger woman than men in Moray. Map showed that there are more young people in employment in Speyside and rate is above Moray average in Manufacturing.</p> <p><b>Economy/Industry</b></p> <ul style="list-style-type: none"> <li>• High employment rates</li> <li>• Lower paid, lower skilled jobs</li> <li>• Traditional industry</li> <li>• Types of industry and links with income, attainment and post school destinations</li> </ul> <p>Low unemployment rate but lower levels of income in Moray and lower skilled jobs.</p> <p><b>Gender Inequality</b></p> <ul style="list-style-type: none"> <li>• Gender pay gap 14.9%, double national average</li> <li>• Higher proportion of female part time workers</li> <li>• Lower proportion of female population in Moray, most notably at 16-25</li> </ul>	

	<p>age group</p> <p>Gender equalities show difference in men and woman. HIE released a report showing equalities.</p> <p>Attainment levels – men attain less well than women (I've deleted the comment re. military).</p> <p>This is the evidence base for developing LOIP targeting a more vulnerable community and showing examples of local levels. Buckie has the highest proportion of older people in Moray and with poorer health which is 10,000 less than Elgin.</p> <p>Speyside shows that access to services is limited and is also where older people live in more rural and remote parts of the ASG and we need to be looking at considerations of the needs of the population.</p> <p>Keith ASG has good levels of attainment and is a positive destination for employment in young people.</p> <p>In ASG Forres the levels of income shows a range and variety of job types with variations of income.</p> <p>Carl added that there is a tool created by the improvement service showing communities with poorer outcomes which allow quick overview comparisons between communities throughout Scotland and identifies vulnerable communities and those improving the most.</p> <p>Jane indicated that locality planning is capacity and relationship building with the community and should work together to achieve.</p> <p>There have been examples before at South Lesmurdie when the community did not engage as they did not agree with the vision.</p> <p>The Community Planning Board is due to have a full plan in place by October 2017 but do not think it is feasible. They plan to develop evidence, look at priorities and note other steps to take place in the first year but are all at various stages.</p> <p>Your Moray Website has all information - <a href="http://www.yourmoray.org.uk/">http://www.yourmoray.org.uk/</a></p> <p>LOIP Evidence - <a href="http://yourmoray.org.uk/ym_standard/Page_111096.html">http://yourmoray.org.uk/ym_standard/Page_111096.html</a></p> <p>Presentation - <a href="http://yourmoray.org.uk/ym_standard/Page_111096.html">http://yourmoray.org.uk/ym_standard/Page_111096.html</a></p>	
4.	<p><b>Moray Growth Bid – Timeline, Vision &amp; Progress</b></p> <p>When MEP met back in February workshops were taking place with key stakeholders and the board convened for the first time recently including Council officers, HIE, Skills Development Scotland and University of Highlands</p>	

and Islands. The board considered outputs of the workshop and a vast amount of information was consolidated and 109 potential projects identified. JG proposed a methodology to separate out projects and the board considered the list of projects and looked at other ways of consolidating them, finally agreeing on a master list which then needed further scoping.

We now have a Project Manager on board, David Moreton. Before the easter break templates for the identified projects were issued to those who we thought would potentially be leading them and we asked for them to put more information together on that project including objectives and costings.

In May, the vision is to be finalised, project templates reviewed and shortlist scoring criteria agreed. Workshops are scheduled in June for the listed projects to be scored by key stakeholders against pre agreed criteria and at the end scores will be collated.

Both the Local Outcome Improvement Plan (LOIP) and Growth Deal will look at equalities and address issue on accessibility in Moray.

The board will meet on 8<sup>th</sup> June to discuss the governance process and agree on the short list of projects to be fully developed into Strategic outline Business cases before seeking Committee approval on 29<sup>th</sup> June. More will need to be done to get the Moray community on board and see if they agree with what is required for Moray and get feedback on the bid framework.

The vision is that by 2030 Moray is known and recognised as an outward facing and ambitious community, a thriving and well connected commercial base, an environment in which quality of life is valued and supported and a destination of choice.

The key objectives are to retain and attract young people and families and address occupational segregation and the gender imbalance.

Drivers would be higher paid jobs, reduced under employment, improved skills offer, business growth, a rebalanced demographic in our population, vibrant towns and communities, an improved cultural offering, improved infrastructure and marketing Moray.

#### Outline Timetable

Potential projects shortlisted (SOC development begins)	Jun 2017
Governance approval	Nov 2017
Heads of Terms (in principle)	Dec 2017
Development of business case (OBC/FBC)	Jun 2018
Governance approval	Sep 2018

	Deal signed	Nov 2018	
5.	<p><b>Greater Place Funding – Expression of Interest</b></p> <p>JG advised there will be a proposal coming forward for Greater Place Funding. The idea behind the project is putting together a package and assets to improve tourism to offer and develop events and build up a digital element. JG has brought this to MEP as the Heritage Lottery Fund still need to find a lead body.</p> <p>JG indicated that it would be better to sit with tourism and the deadline is the 8<sup>th</sup> June for expression of interest. The lead body to be identified but would like to present the opportunity.</p> <p>Reni Milburn has been working with Laurie Piper and HIE and timing wise they would need something in by 8<sup>th</sup> June and it was agreed to submit an expression of interest (non-binding) and that this should sit under MEP.</p> <p>JC to circulate document by email.</p>		JC
6.	<p><b>Talent Attraction &amp; Recruitment Strategy</b></p> <p>The Highland and Islands Regional Talent Attraction Strategy and Action plan identifies that implementing policies to attract and retain young people to the region is of central importance to long-term sustainability and prosperity.</p> <p>Key themes for developing a vibrant and sustainable economy include meeting the current skill needs of employers, planning for the future, creating and region for young people and people attraction and place attractiveness.</p> <p>The region is faced with a number of challenges such as a tight labour market with limited pool of resources, a deficit of skilled people of working age and out-migration of young people to pursue higher education.</p> <p>Our region required specific talent with specific skill to fill specific jobs, young families to be the future of the region and ensure long term sustainability and people in a general sense to make services viable.</p>		

	<p>The board made the following observations:</p> <p>DM added that we need to highlight what Moray has to offer and to engage with parents. Skills pathway in Moray College is one way to bridge the gap.</p> <p>SH advised that the tourism sector and branding in Moray is important as Moray is not well known outside the area. Think about the audience and making people aware of opportunities. There are a lot of good businesses in the area for good careers and international careers not just local. SH also agreed that parents are a huge influence and require to identify opportunities and promote.</p> <p>JACU thought it would be a good idea to pick out young people who have done well so that it is something young people can relate to.</p> <p>CM added that Robertson have a young person champion and videos on you tube aimed at young people and could provide examples if required.</p> <p>JACU to follow up.</p> <p>Themes and photos showing inward investment and different businesses and in Moray.</p> <p>CNPA attended a business breakfast relating to attracting young people into tourism. CNPA is planning a young people's event in 2018</p> <p>GS advised the Regional Skills Investment Plan Board is looking for partners to identify how they may take forward elements of the strategy</p> <p>Postscript the RSIP Board will facilitate a meeting with partners to progress and action plan.</p>	
7.	<p><b>Partner Updates</b></p> <p><b>Tsi Moray</b> – there are still spaces for lunch tomorrow. Website will be up running on Friday for LEADER.</p> <p><b>Hitrans</b> – the consultation on the draft Regional Transport Strategy is closing on 5<sup>th</sup> July and comments welcomed from everyone. Hitrans attended the growth deal workshop in June and wants to make sure it reflects what's in that from Moray's perspective.</p> <p><b>CNPA</b> – On June 1 the National Park Partnership 2017-2022 will be launched by Roseanna Cunningham, The Scottish Government's Environment Secretary. The Plan is for the next 5 years.</p> <p><a href="http://cairngorms.co.uk/environment-secretary-reflects-on-new-cairngorms-plan-at-viewpoint/">http://cairngorms.co.uk/environment-secretary-reflects-on-new-cairngorms-plan-at-viewpoint/</a></p>	

	<p>Structures have been installed along parts of the proposed the Snow Roads Scenic Route from Blairgowrie to Grantown. CNPA to meet with verifiers from Spain and Latvia next week to confirm the Park is a desirable visitor destination.</p> <p>Visuals at Forres Enterprise could be reproduced to use a good backdrop for photos in Moray. Company used from Inverness who print to vinyl's but will be subject to copyright.</p>	
8.	<p><b>Date of Next Meeting</b></p> <p>It was confirmed that the next meeting will take place on Thursday 21<sup>st</sup> September 2017. Venue to be confirmed.</p>	