

## Moray Economic Strategy (MES) Quarterly Update March to June 2015

### Overall

At its meeting [14 May](#), the partners were hosted by the brothers at Pluscarden Abbey. The meeting considered a course of action post the General Election for Moray to maintain its interest as a location for a UK Spaceport; received an update on communications campaigns and initiatives, in particular highlighting opportunities for the business community to support the promotion of the area associated with the pending Macbeth film release; considered improvements for governance; reviewed materials to be used for a report to the Community Planning Board August 13 which outline the progress being made by partners against the outcome targets included in the Moray 2023 Plan; and considered a proposition made by the MP & MSP to promote Moray as a region. The meeting also received a programme update from the Development Programme Group, which is proposed to be merged with the Inward Investment and Business Growth Programme Group.

Media releases during this period have included items: the [Scottish Apprentice Week](#) 18-22 May, which is an annual event to showcase apprentices lead by Skills Development Scotland, this featured locally an apprentice joiner and apprentice stonemason employed by Moray Council. A feature highlighting the success of the Tomintoul and Glenlivet Regeneration programme, a programme of initiatives being supported by HIE, CNPA and the Moray Council overseen by the [Tomintoul and Glenlivet Development Trust](#); and articles to highlight the publication of the Aberdeenshire and Moray edition of the Pevsner Architectural Guide to Buildings of Scotland, the guide is a means to attract visitors to the area with an interest in the historic built environment. Assistance was also provided to raise the profile of the issue by Royal Mail of a stamp commemorating the Craigellachie Bridge.

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### Tourism and Culture

- Moray Chamber of Commerce Tourism has been awarded £20,600 to support four marketing campaigns in Moray Speyside on the themes Food and Drink, Coast, Cycling and adventure tourism. Forres Area Community Trust's tourism development group is contributing some match funding.
- The premier of the new Macbeth film will be premiered in Edinburgh in October. Moray Speyside Tourism is part of a Visit Scotland Working Group established to capitalise on the real Macbeth's link with Forres and the Laich of Moray. Proposals include a Macbeth trail featuring the real Macbeth, Shakespeare's version and the movie connection.
- Moray Speyside Tourism staff are working together with Moray Council on promotion of Moray as a film location.
- WorldHost Destination Status will be promoted as part of the Moray Business Week.
- The cultural strategy stakeholders' MEP sub-group is developing a proposal for an application for Place Partnership funding from Creative Scotland. It will

be based on the key strategic themes of Health and Wellbeing, Accessible Cultural Experiences for every community, a Dynamic and Authentic cultural offering and Thriving Creative Businesses. This will be an ambitious project requiring evidence of financial and in kind participation from delivery partners.

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## Skills and Training

**Moray Skills Pipeline - European Funding** - the employability funding application has been finalised and Policy and Resources Committee requested that the STG recommend approval of the application which amounts to just over £2 million in skills investment for Moray. There is a significant match funding element required from the partners and the Council. The STG have recommend approval and the full application will now go to the MEP.

A second funding bid for skills development within the remit of poverty and social inclusion has been submitted and this is being managed by NHS Grampian and Integrated Children's Services.

**Group Membership** - the membership of the group has changed to reinforce links with the Economic Development (ED) department of Moray Council and the activities in relation to Employability. This is due to the issues which arose around the employability EU funding application. Alan Macbeth from ED and Graham Jarvis, Head of Lifelong Learning will now join the group. Jim Morris has resigned from the Council so will not continue on the group. A new Community Champion has still to be appointed and Councillor Sonya Warren has indicated an interest in joining the group.

**Moray Economic Strategy** - this requires a refresh and the STG group will be looking at this at the August meeting.

**Invest in Youth Group** - A sub group of the Employability Action Group has been established to develop a bid for the establishment of an Invest In Youth group for Moray. The aim of the Invest in Youth Groups will work to create a bridge between employers and education, providing a resource for teachers and practitioners, and encourage and support employers to recruit and train young people. The groups have to be led by industry.

**Career Management Skill Re- launch** - SDS will be re- launching their Strategy for Career Management Skills. The Strategy was launched originally in 2012 and is linked to the My Wold Of Work website. The aim of CMS is to:  
Support individuals to develop and strengthen their careers management skill by providing access to careers and labour market information and provide more intensive support for people who need it most, including looked after children and others who need additional support for their learning.

### Events:

#### **National Skills for Work Conversation day for Young People:**

Takes place on the 3<sup>rd</sup> September 2015 at Elgin Town Hall. Pupils from the schools

from as far as Inverness and Aberdeen will be bussed in to attend the event.

**Moray Business Week** is scheduled for **2<sup>nd</sup> - 5<sup>th</sup> November 2015** and the STG will, through partners, be involved with the development of the activities. There will be a focus on MA's this year.

**Modern Apprenticeship Week 2015** - Locally the activities were disappointing for the week with little happening. Local case studies were submitted by Moray Council and Moray College UHI to highlight good practise with MA's. More focus locally needs to be applied for next year particularly around the foundation MA's.

**Learning Through Work Week** is also scheduled for November and this will involve schools, employers and Skills Development Scotland in promoting the value of Modern Apprenticeships. Each school in Moray will be invited to develop an activity related the MA's.

#### **Jobsfayre 2015 - Moray Jobs and You**

The Moray Jobs and You event took place on the **18<sup>th</sup> April** at the Alexander Graham Bell Centre attended by 25 businesses from the private, public and voluntary sectors. The event attracted over 120 people and the evaluation feedback was very positive.

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### Development

- **Central Elgin Regeneration Public Design Charrette**

In the Oct – Dec 2014 quarterly update, the background to a Mini Charrette involving key stakeholders was reported. It was also advised that a consultant team had been appointed by The Moray Council on behalf of the Moray Economic Partnership partly funded by the Council and Scottish Government, to facilitate a Public Design Charrette.

This project involves the production of a masterplan, action plan, and financial appraisal for the regeneration of Central Elgin, including the existing City Centre, Lossie Green and Cooper Park, by means of an intensive consultation, engaging Community Planning Partners, and others in the business and wider community.

The delivery of this project is a key element of the 'Elgin – City for the Future' strategy, which in turn is central to 'The Moray Economic Strategy'.

In the Jan – March 2015 quarterly update, reference was made to the Public Charrette programme during that period, and that it would address and help coordinate an appropriate number of projects originally identified in the Action Plan of The Moray Economic Strategy and listed in that update. These projects are to be coordinated by the MEP Development Programme Group, and developed with reference to other programme groups.

The consultant team briefed representatives of MEP partners and Community groups on the emerging report on the Central Elgin Regeneration – Public Design Charrette, on 30 May.

It is intended to present a report on the Public Charrette to The Council and thereafter to the Community Planning Board.

A report on the potential provision of an all weather football facility in Central Elgin, which is of relevance for the MES as one of the sites being proposed incorporates land at Lesser Borough Briggs, which would otherwise have potential development value in terms of the Charrette, was considered by The Council's Policy and Resources Committee on 14 April 2015. The Committee decided that the request made by Elgin City FC to 'gift' the land of Lesser Borough Briggs be declined.

A report on a proposed commercial development at Bogton Road, Forres, including potential relocation of Forres Mechanics FC, is to be presented to the Council in September 2015. This will be informed by consultant property and legal advice.

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## Transportation

- **Developments at Buckie Harbour:** 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 support for harbour-related activities. There has been a delay in this project being completed due to contractual issues.
- Discussions are ongoing with potential operators for the shipyard. If these are unsuccessful then it is anticipated that HIE and Moray Council will commission a market survey of shipbuilding and maintenance facilities and then seek design proposals for an upgrade on the shipyard with costs.
- A harbour management plan was approved by the Council on 10 February 2015 providing a framework with options on securing growth for indigenous businesses as well as opportunities for future development. The Council submitted a request for proposal to MORL and subsequent discussions have resulted in alternative options being developed. It is anticipated that there will be announcement on the preferred port by the end of 2015.
- The government have delayed the announcement of the next round of CfD, but EDPR are still hopeful that an award on CfD can be issued by quarter 2016.
- **Dualling of the A96:** Work by the Transport Scotland design team and their consultant is continuing. There was a liaison meeting with Local Authorities and Regional Transport Partnerships in April 2014 and in September to

discussing the junction, lay-by, rest area and non motorised user strategies. A further meeting was carried out in March 2015 and a series of workshops expected in the spring of this year on the timescales. The Council submitted a response to Transport Scotland recent consultation following stage 1 process.

- **A95 Craigellachie to Aviemore:** HITRANS have contributed £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. Consultation has already been carried out and a draft plan has been produced. The next steps will be to submitted the study to Transport Scotland to coincide with publicity.
- **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. These are subject to the Lossie green master plan which is underway.
- **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. The cycleway will run along the full length of the floodworks embankment running East - West through Elgin, and extend 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. 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. The Council has introduced a point to point service from Tomintoul to Grantown using the Dial a Bus a service and proposes to use existing capacity on a social care service from Tomintoul to Keith to be made available for public use.
- A public transport guide has been produced for the Moray Area.

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## Inward Investment and Business Growth

- **Buckie Harbour:** Moray Council and HIE have continued close dialogue with EDP Renewables (EDPR) since March and established good contacts. The Moray Offshore Renewables Ltd (MORL) field was unsuccessful in securing the Contract for Difference in the current round, however it is EDPR's intention to resubmit a revised bid in the next round later this year. Moray Council and HIE are working with EDPR to ensure that they have the

information required for a strong bid. Moray Council and HIE have met with a number of companies over the period to advance various aspects of the project.

- **Enterprise Park Forres (EPF).** Horizon Scotland continues to be fully let. Following the administration of AccuNostics, HIE have now regained access to unit 9 on the Park and it is available for lease. Currently there are 4 units available for lease on the Park, and there is interest in leases for a number of these units. A planning consultant has developed proposals for the next phase of development at EPF, and these plans will be progressed with Moray Council.
- **Inward Investment:** There continues to be a healthy interest in Moray as a location for business. These enquiries are principally in the Oil and Gas and Life Science sectors. Further work will be done to bring an Oil and Gas event to Moray.
- **Spaceport:** The MOD has re-emphasised that it will not be putting the property at Kinloss Barracks forward to the Department for Transport as a possible Spaceport location as it is required for operational reasons, despite lobbying from MEP and partners. Further discussions are to be sought with MOD with regards to the long term future of Kinloss and Lossiemouth as operational military bases.

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