

**Moray Economic Strategy  
Inward Investment and Business Growth Group Meeting  
Monday 17th June 2013, HIE Moray (Forres)**

**MEETING NOTE**

<b>ATTENDEES</b>	Cllr Douglas Ross (DR) – Moray Council; Peter Nowell (PN) – AccuNostics; Mike Ramsay (MR) – Scotland Electronics International Limited; Steven Hutcheon (SH), David Oxley (DO) & Nicole Green (NG) – Highlands and Islands Enterprise; Gill Neill (GN) – Elgin BID.
<b>APOLOGIES</b>	Giles Hamilton (GH) – AccuNostics.

1) Review of previous meeting note.

- Meeting note was accepted as written.
- The Communications post was discussed. This should be appointed by the end of September. This post will provide a more focussed approach than previously and will ensure consistent messaging is given. A knowledge of the local area and the MES will be essential.

2) Feedback on actions from previous meeting.

- **PN - Look into examples of branding methodology and circulate.**

PN and SH have been looking into developing materials to promote the Moray lifestyle during recruitment processes.

Talking Heads videos have been produced which detail why EFC Group chose Moray, the Enterprise Park Forres and why Moray would be a good location for business.

SH is now looking to create a project group from four of the companies on the Park (Atos, Accunostics, EFC and SEIL) to develop some promotional materials which could be used during recruitment processes. These could include video footage, information and statistics on the quality of life in Moray aswell as the amenities and activities in the area. The aim is to make the choice easier for people by providing additional information to help couples or families relocate to the area. This would be treated as a pilot for the Forres area, which would then roll out to all of Moray. This will also involve coordination of similar materials which may already be used by companies at present as for example, SEIL have been sending out local information during their recruitment process for a year and a half. Highlighting other companies in the area also helps family members who may be looking for work in the area aswell. GN willing to help circulate this information and help in any way with the process. There is opportunity to promote the culture in the area aswell, capitalising on projects such as the Heritage trail with Elgin BID.

3) Prioritisations.

- New framework from Shelley Flett (SF).

At the last meeting of the Programme Managers (16<sup>th</sup> of May 2013), it was decided that

due to different Groups using different terms within the prioritisation document that everyone would follow the Development Group's format. This was circulated to all by SF. This format, however, is very different to the method that this Group used initially and some of the projects do not fit under these terms. The point was raised that this may not be best use of time to re-prioritise projects when a prioritisation exercise was already undertaken. The need or value of the business cases for each project was also discussed. There is difficulty in writing these for some projects which may not be clearly defined or there is uncertainty of which Group they sit under. Action taken by DO to follow up on these points with Gordon Sutherland (GS).

An overview of the Inward Investment and Business Growth Group's role was given for the benefit of GN, in relation to the headings used in the Strategy document. Platform 1 'Elgin High Street First' does not sit neatly with any one Group and would not be the focus of this Group.

- Other Groups' – crossover projects.

There is a lot of duplication in the document and it is unclear who some of these projects sit with.

#### 4) Update on projects.

- Buckie Quayside Provision (crossover with Development Group).

ERDF funding in place for the project. A consultant has been appointed to look into options for the area. There have been some leads gained from the All-Energy event in Aberdeen a few weeks ago. The event was a great opportunity to raise awareness. HIE are going to be running a training session on exhibiting at events which will also be open to the Moray Council.

- Elgin Business Park

There is ongoing discussion with the developers and the due diligence process is far advanced.

- Enterprise Park Forres

Southside Road is now open.

Unit 6 is now open and operational.

Units 10 and 11 are underway. Unit 10 will be a shell and core fit out and should be completed in October. Legals are underway to secure a tenant for Unit 11 with the aim to be completed in January 2014.

A masterplanning exercise is currently underway for the Park. This will look at ways to develop it further and find out what is needed in the area, for example a crèche facility, café, gym etc. Consultants will be talking to businesses on the park during this exercise. This is due to be reported back in September.

MR suggested capitalising on quiet periods at the KInloss Barracks' gym by creating a

membership scheme.

- Alexander Graham Bell Centre

Completion date for the project is the 18<sup>th</sup> of August. The building will provide teaching space and a conference facility which will hold up to 250 delegates.

- Exploit Assistive Technology Opportunities

HIE has been working closely with the NHS to promote life sciences in Moray. HIE has recently appointed a new Head of Life Sciences post who was previously the Inward Investment Manager. The definition of what life sciences can bring to the area is becoming clearer.

#### 5) AOB.

- In the next few months work will continue on the new units at the EPF and promotion of the park. Work will also be ongoing with regards to the development of promotional materials for the Forres/Moray area.

A meeting is also to be arranged in the new academic year between representatives from businesses in the area and various representatives from schools, for example careers advisers, guidance staff. This will allow discussion on the various career routes pupils could take through enterprise and business. SDS statistics have shown that more people go straight into business from school than further education in Moray. It is an opportunity to raise ambitions within school pupils and show them that there are good quality jobs in the area that you don't necessarily have to go to university for. This work is in conjunction with the Skills and Training Group. GN mentioned the Bridge to Employment scheme from Johnson & Johnson, who are now looking to roll out their Inverness model throughout the Highlands and Islands. This is the model which is now being used worldwide. Action taken by GN to circulate the information on this scheme.

#### 6) Date of next meeting.

- TBC – towards the end of August/beginning of September.

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**ACTIONS FROM MEETING**

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<b>APOLOGIES</b>	Giles Hamilton (GH) – AccuNostics.

<b>AGENDA ITEM</b>	<b>DECISION</b>	<b>ACTION BY</b>
3	Discuss prioritisation and business cases with Gordon Sutherland (GS).	DO
5	Circulate information regarding Bridge to Employment.	GN

Key:

<b>INITIALS</b>	<b>NAME OF PERSON</b>
DO	David Oxley
GN	Gill Neill