

**Moray Economic Partnership – Draft Meeting Note
13th September 2011, Crown Estate, Tomintoul**

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| Attendees | Jim Royan (JR) – Chair; Lynn Forsyth (LF) – Scottish Government; Danny Logue (DL) – Skills Development Scotland; Tom McGarry (TM) – Moray College; Carroll Buxton (CB) & Lesley Gallagher (LG) - Highlands and Islands Enterprise; George McIntrye (GMcI), & Gordon Sutherland (GS) - Moray Council; Audrey Sheal (AS) – Moray Chamber of Commerce. |
| Apologies | George McNeil (GMcN) – Moray Chamber of Commerce; Shane Rankin (SR) - Scottish Government; Mike Devenney (MD) – Moray College; Roddy Burns (RB) – Moray Council. |

(i) Meeting Note 12th August 2011 – Approved

(ii) Community Confidence and Capacity Building (SDS)

DL reported back on the scoping meeting of the Community Confidence and Capacity Building group which met on 7th September. The notes of the meeting are attached in Appendix One.

This group aim to deliver the project by January 2012, when it will be taken back to the MEP meeting.

(iii) Skills Availability by Sector (MC & SDS)

TM presented the "Developing Moray's People" paper on behalf of Moray College. CB highlighted that North Highland College might already be offering on-line tourism and hospitality training. TM to check if there is potential for collaboration.

DL presented Labour Market Information, and identified <http://myworldofwork.skillsdevelopmentscotland.co.uk/> as a useful information source for all skills information.

The School Leaver destination report currently being undertaken by SDS will be taken to MEP in January

There was discussion around how to package all the skills development support that is offered in Moray into the Moray offer, and demonstrate added value. DL will work out best way to take this forward and report back at October meeting.

(iv) Comms update (LG)

- There has been significant media coverage in relation to cabinet visit.
- The next MEP bulletin is to be issued on Wednesday 14th September.
- There are currently 100 names on the bulletin distribution list.
- A press release from today's meeting will be focus on the £150k funding received by Moray College and how this is being used.
- Initial discussions are underway with the MEP website developers and it is hoped for the website to be set up by mid-October.
- MEP Charter was distributed to all, and it was suggested that it should be displayed on their premises somewhere both relevant and visible.

(v) Diversification (CB)

CB reported on the terms of reference for the group looking at "the diversification plan". CB stressed the need for it to be a workmanlike plan, on a 5 year timescale. JR suggested that representatives of the private sector are consulted on the plan, CB proposed that this will be captured by FSB.

HIE will report back on the Diversification plan in October. Terms of reference are contained in Appendix two of this meeting note.

(vi) MOD Engagement (JR)

GMcI and JR are to meet with Brigadier Louder on 5th October.

The MEP had been asked to nominate a representative to sit on the joint RAF-Army Project Board. It was agreed that Calum McPherson would do this, proposed to sit on project group representing MEP. CMcP will report directly to the MEP board. GS will also be highlighted as a potential contact for advice and insight, if required, by the project board.

CB noted that HIE have dealt with DIO and have received a good response. GS requested contact into DIO, as he is experiencing difficulty in identifying contact at a local level.

(vii) AOCB

- MEP to arrange meeting with JS/BC in new year. Lynn to advise on timing.
- LF to pass details of appropriate transport policy contacts to GS, in order that the policy contact be approached prior to approaching minister.
- DL spoke about transformation courses for oil and gas project work being done with OPITO.
- DL to ask SC to send key messages to JR for his opening message at the Job Fair at Kinloss Work Club.
- LF to arrange meeting with HIE/SE to look at economic impact of basing review.
- GS circulated local outcome plan, to be distributed with minutes (pending). GS asked group to suggest anything else they want added in to the report, to contact GS.
- LF asked how provision of services for health, education and schooling implications of base review are being considered. GS suggested that there is a Council Delivery Group to consider this.
- AS to circulate map of Macallan biomass site with October meeting papers.

(viii) FUTURE MEETINGS

Current meeting schedule is as follows:

- Thursday 6th October – 9:30 to 12:00 – venue: Easter Elchies House, Macallan Distillery, Craigellachie, AB38 9RX
- Friday 4th November – 9:30 to 12:00 – venue: Forsyths, Buckie
- Wednesday 7th December – MEETING CANCELLED

- Thursday 12th or Friday 13th January 2012 – TBC

John Russell will attend in place of George McIntyre for the next meeting.

January meeting - MEP were asked to respond to an earlier request to confirm their availability on 12th/13th January so that a meeting date can be set. The January meeting will cover Board business, and development plan, considering "what have we done that would have not happened if we had not been here?"

(ix) ACTION POINTS

- Mark Fogden (Smiths Gore on behalf of Crown Glenlivet Estate) will inform the Moray Economic Strategy on land based industries.
- DL to take School Leaver destination report to MEP in January.
- DL to consider best way to package Moray Offer, and report back at October meeting.
- HIE will report back on the Diversification plan in October.
- CB to provide GS with DIO local contact.
- MES should take the initiative to arrange a further meeting with John Swinney. LF noted that Bruce Crawford would want to be involved.
- LF to pass details of appropriate transport policy contacts to GS, in order that the policy contact be approached prior to approaching minister.
- DL to ask SC to send key messages to JR for his opening message at the Job Fair at Kinloss Work Club.
- LF to arrange meeting with HIE/SE to look at economic impact of basing review.
- GS circulated local outcome plan, to be distributed with minutes (pending). GS asked group to suggest anything else they want added in to the report, to contact GS.
- AS to circulate map of Macallan biomass site with October meeting papers.
- MEP members to advise availability for January meeting.

Community Confidence and Capacity Building

Scoping meeting, Moray College, Wednesday 7th September, 2011

Present:

Business Gateway – Craig Robertson
 Highlands & Islands Enterprise – Shirley Tennant
 Moray College – Anne Lindsay
 Moray Social Enterprise Network – Dona Breen
 Skills Development Scotland – Anthony Standing
 Skills Development Scotland – Susan Chalmers
 The Moray Council – Gordon Sutherland
 The Moray Council – Ian Todd
 The Moray Council – John Ferguson
 Volunteer Action Moray – Eileen Bush

Unable to attend:

Elgin BID – Jacqui Taylor
 Moray Chamber of Commerce – George McNeil
 Moray Economic Partnership – Jim Royan

Skills Development Scotland has been asked to lead the creation of a proposal to deliver on some of the key objectives listed in the Economic Response Plan ie

- maintain and build community support for mitigating actions
- build community capacity to respond to the opportunities and challenges
- build and sustain community and business confidence

The meeting was called to help determine how SDS might take this forward, and in particular to help identify who needs to be involved in the discussions, and to share information about relevant engagement, capacity and confidence building projects, initiatives and processes which are already in place.

The discussion was wide-ranging and raised a number of points, positive and negative, including:

- There are many people in our community who are willing and able to contribute to shaping our future but who don't know how to or feel constrained by the current structures and processes
- We need to change some of these structures and processes - if we always do what we've always done, we'll always get what we've always got
- Learning lessons from recent successful collaborations like the Moray Task Force and the Work Club, we have the opportunity to re-draw and re-define how we do things
- This will mean getting to people in our communities other than known activists, enabling them to exercise their energy and enthusiasm
- Language is important and some has been greatly overused and either holds negative connotations or is largely meaningless to many, eg "leadership", "capacity building"
- There is a perception that some community groups which were set up to be representative are now run by cliques and don't operate democratically
- There are also good examples of effective boards and committees who work very well together to achieve some big goals
- There are already structures in place – eg the Council's Community Support Unit – so we could consider investing in them rather than creating something new

- A critical success factor seems to be a shared passion / interest [eg parents wanting the best for their disabled children] or common purpose [keep the RAF in Moray]
- Also important is a practical focus for activities, eg the Work Club seeking to gain employment for leavers from RAF Kinloss
- A geographical focus also works well, eg Forres Development Trust or Cabrach Community Enterprise Ltd, both funded through HIE & Leader
- Whilst volunteers from the community are the drivers who provide passion, energy and enthusiasm, there is often a dependency on “development workers” from the public sector to facilitate and provide personal coaching plus training in skills such as running meetings, managing committees and dealing with finance
- Creation and development of small businesses follows a similar pattern, with coaching and basic skills training featuring large at the beginning. Experience has shown that some ongoing review and support from development workers is still of benefit at the 12, 24 and 36 month stages to help ensure sustainability
- As active individuals often intersect with a range of CPP partners in pursuit of their goal, improved referral processes and some formal data sharing might be helpful
- One of the great successes of the Moray Task Force was the high degree of networking that went on, however we don't have a legacy of a shared contact list or database
- Role models are seen as another key thread – either as exemplars of what might be achieved or as mentors to support others
- We need to be able to identify the unsung heroes and really trusted members of a community, not just go to those who present themselves as representing them, so we need to ask the members of a community who does the real work, who they trust, who they go to, etc
- The Natural Helper's peer assistance programme from the USA is one means of providing coaching and training support to such influencers
- There are also some formal community development courses and qualifications which could be tapped into
- The voluntary and business sectors are working much more closely together as a result of the experience of the Moray Task Force
- Moray Chamber of Commerce is working well for established businesses and the Federation of Small Businesses provides political lobbying support for SMEs but there seems to be a gap in mentoring and peer support provision for the individual owner / managers of SMEs
- In order to have our various local communities engage fully in the development and implementation of the CPP strategies and plans, we should seek out locally based ambassadors who can break the ice and should ensure that presentations are made by inspirational people who are able to speak out with passion – informing isn't the same as engaging
- The concept of a Community Task Force was mooted as one way forward, to champion CPP / MEP strategies in a local area, encourage grass roots to be involved, challenge embedded cliques, make best use of resources, help people develop skills, etc
- Some of our most disadvantaged communities in terms of the Scottish Index of Multiple Deprivation have a limited social mix which might make it more challenging to develop a successful CTF

The meeting had to be drawn to a close before any firm conclusions were reached, so the group agreed to meet again on Tuesday 27th September, at 9.00am, venue to be advised.

Separately, I have agreed with Gordon Sutherland that for CPP purposes, the timescale for completing this task is January 2012.

Susan Chalmers

ECONOMIC DIVERSIFICATION PLAN - TERMS OF REFERENCE

1. Moray has emerged from a difficult and uncertain period following the Strategic Defence and Security Review, closure of Kinloss and threat to Lossiemouth with some excellent outcomes:

- Retention of RAF Lossiemouth as the single RAF establishment in Scotland
- Continuing MOD presence at Kinloss through establishment of 2 battalions of the Army
- Unprecedented national and international awareness of Moray as an inward investment location with high quality of life
- Opportunities to capitalise on developing Life Science and Renewables sectors.

However, the area still suffers from:

- Over-dependence on public sector employment, a low wage economy and loss of skills and young people through lack of quality employment opportunities.
- The impact of the transition from RAF to Army employment and reductions at Lossiemouth is likely to be a loss of at least £30M per year from the Moray economy.

2. A working group has been established to produce a Diversification Plan led by Carroll Buxton, Director of Regional Development for HIE. Members are HIE, TMC, FSB and SDS. The group's proposals will be informed by:

- Moray Economic Strategy
- Elgin City for the Future
- Moray Inward Investment proposition (produced for HIE by Mickledore Consultants)
- HIE Operating Plan
- Working Group members

3. The Diversification Plan will make reference to its subsequent delivery which will involve the public, voluntary and private sectors.

4. The Plan will emphasise the needs of, and opportunities for:

- indigenous businesses
- inward investors

HIE Moray
September 2011