

Business Start-ups						
NO1 LO1 609331	Key Action 1	Business Parks and Industrial Units	Martin Johnson	HIE		✓
609384	Key Action 2	Business Gateway	Donald Lunan	TMC		✗
609385	Key Action 3	Marketing Moray for Business Start-ups and Employment Opportunities	Martin Johnson	HIE		✓
Grow GVA						
NO1 LO2 608700	Key Action 1	Account Management Programme	Martin Johnson	HIE		✓
609389	Key Action 2	Partnership Resources to Economic Recovery	Martin Johnson	HIE		✓
609393	Key Action 3	Moray Towns Partnership	Donald Lunan	TMC		✗
Roads and Transport						
NO1 LO3 608702	Key Action 1	Reduce the number of road accidents in Moray	Sharon Milton	TMC		✗
609398	Key Action 2	Elgin Traffic Management Plan	Sandy Ritchie	TMC		✓
609400	Key Action 3	Develop an evidence base to support the case for investment in the A96, A95	Gordon Holland	TMC		✓
Employment Opportunities						
NO2 LO5 608735	Key Action 1	Rural Development Strategy	Donald Lunan	TMC		✗
609678	Key Action 2	Life Science Centre	Mike Devenney	MC		✗
609681	Key Action 3	Expand the Apprentice Scheme to all Partners and to include graduates and manual workers	Carol Sheridan	TMC		✗

NO = National Outcome; LO = Local Outcome; HIE = Highlands and Islands Enterprise; MC = Moray College; TMC = The Moray Council

National Outcome 1 – We live in a Scotland that is the most attractive place for doing business in Europe

Local Outcome 1 – Maintain the rate of business start ups

KEY ACTION	Business Parks and Industrial Units
SMART Targets for Key Action	
<p>For HIE there are three main locations:</p> <p><u>Enterprise Park Forres</u>: complete 10,000^{2nd} science unit. Develop sectoral and property propositions (mainly for inward investment), and take to market.</p> <p><u>Buckie Business Park</u>: conclude conditional missives, and apply for outline planning permission.</p> <p><u>Elgin West Business Park</u>: conclude initial site investigation, and seek to negotiate conditional missives.</p>	
Quarter 1 Milestone	Date
<p><u>Enterprise Park Forres</u>: continue with construction of science unit.</p> <p><u>Buckie Business Park</u>: continue discussions with conditional missives.</p> <p><u>Elgin West Business Park</u>: continue with site investigation</p>	
Quarter 2 Milestone	Date
<p><u>Enterprise Park Forres</u>: continue with construction of science unit. Begin to outline refreshed inward investment propositions</p> <p><u>Buckie Business Park</u>: conclude conditional missives.</p> <p><u>Elgin West Business Park</u>: conclude initial site investigations.</p>	
Quarter 3 Milestone	Date
<p><u>Enterprise Park Forres</u>: complete 10,000^{2nd} science unit. Complete the refreshment of inward investment propositions.</p> <p><u>Buckie Business Park</u>: Apply for planning permission</p> <p><u>Elgin West Business Park</u>: Begin to negotiate conditional missives.</p>	

Quarter 4 Milestone	Date
<p><u>Enterprise Park Forres</u>: Begin to implement inward investment marketing communications.</p> <p><u>Buckie Business Park</u>: Await outcome of planning permission application.</p> <p><u>Elgin West Business Park</u>: Seek to conclude conditional missives.</p>	
Expected outcome/contribution to the local and national outcome	
<p>The provision of business accommodation should support the national outcome of growing Net Gross Value Added. This is not quantified at this time.</p>	
Resources	
<p>HIE Moray's spend budget for 09/10 is circa £4.4m, with circa 50% going towards infrastructure development.</p>	
Lead Officer, including contact details	Martin Johnson, HIE Tel: 01309 678 100
Resources	
<p>HIE</p>	
Lead Officer, including contact details	Martin Johnson, HIE Tel:

National Outcome 1 – We live in a Scotland that is the most attractive place for doing business in Europe

Local Outcome 1 – Maintain the rate of business start ups

KEY ACTION	Marketing Moray for Business Start-ups and Employment Opportunities	
SMART Targets for Key Action		
Over the financial year, the key players with the CPP context will have contributed to Moray's marketing communications strategy and action plan. In other words, Moray will have developed a marketing communications strategy tailored at economic development outputs and outcomes.		
Quarter 1 Milestone		Date
Identify key people within CPP context to support activities.		
Quarter 2 Milestone		Date
Agree outline of Moray's economic development marketing communications strategy: key audiences identified, main messages, main communications channels, measurement framework, etc.		
Quarter 3 Milestone		Date
Agree detail of Moray's economic development marketing communications strategy and action plan: key audiences identified, main messages, main communications channels, measurement framework, etc.		
Quarter 4 Milestone		Date
Monitor implementation of Moray's economic development marketing communications action plan		

Expected outcome/contribution to the local and national outcome

Although not quantified at this stage, if successful the activities will support the creation of additional Net GVA to the Moray economy, and a corresponding input at the national level.

Resources

This is not quantified at this stage.

**Lead Officer,
including contact
details**

**Martin Johnson, HIE
Tel: 01309 678 100**

National Outcome 1 – We live in a Scotland that is the most attractive place for doing business in Europe

Local Outcome 2 – Businesses in Moray will grow GVA

KEY ACTION	Account Management Programme	
SMART Targets for Key Action		
HIE will deliver 25 growth plans from businesses of significant growth potential based in Moray during 2009-10, and will deliver the growth plan projects from the 18 growth plans delivered in 2008-09.		
Quarter 1 Milestone		Date
On-going work around existing clients, and the development and delivery of growth plans and associated projects.		
Quarter 2 Milestone		Date
On-going work around existing clients, and the development and delivery of growth plans and associated projects.		
Quarter 3 Milestone		Date
On-going work around existing clients, and the development and delivery of growth plans and associated projects.		
Quarter 4 Milestone		Date
On-going work around existing clients, and the development and delivery of growth plans and associated projects.		
Expected outcome/contribution to the local and national outcome		
Will directly result in net GVA. On the average net GVA from 08/09 outturn, it is projected that 25 Growth Plans for 09/10 will yield some £21m at year 3.		

Resources

HIE Moray's spend budget for 09/10 is circa £4.4m, with circa 50% going towards Moray businesses (the balance is typically towards infrastructure investments). Account management is delivered by a team of 6 FTEs.

**Lead Officer,
including contact
details**

**Martin Johnson, HIE
Tel: 01309 678 100**

National Outcome 1 – We live in a Scotland that is the most attractive place for doing business in Europe

Local Outcome 2 – Businesses in Moray will grow GVA

KEY ACTION	Partnership Resources to Economic Recovery	
SMART Targets for Key Action		
Moray will have developed an economic recovery plan inclusive of those CPP partners that have a contribution to make.		
Quarter 1 Milestone		Date
Identify which of the CPP partners have a relevant contribution to make, inter alia TMC and Moray College.		
Quarter 2 Milestone		Date
Agree outline of Moray's Economic Recovery Strategy.		
Quarter 3 Milestone		Date
Implement Moray's Economic Recovery Strategy and Action Plan.		
Quarter 4 Milestone		Date
Implement and monitor Moray's Economic Recovery Strategy and Action Plan.		
Expected outcome/contribution to the local and national outcome		
A Moray CPP recovery plan will help reduce the impact of the current recession, and should help speed the transition to more normal times.		
Resources		
Until the respective input to the recovery plan is known, it is not possible to quantify the resources required.		
Lead Officer, including contact details	Martin Johnson, HIE Tel: 01309 678 100	

National Outcome 1 – We live in a Scotland that is the most attractive place for doing business in Europe

Local Outcome 3 – Moray will benefit from an improved and safer transportation infrastructure

KEY ACTION	Elgin Traffic Management Plan	
SMART Targets for Key Action		
<ul style="list-style-type: none"> • Appoint framework consultant to help drive the Plan forward. • Continue the development of the Elgin Traffic Model in line with existing and proposed development. • Continue the development of the STAG Part 2 outcomes with a view to producing a robust recommendation. • Develop and deliver localised and specific traffic improvement schemes. • Develop sustainable travel choices in and around Elgin. 		
Quarter 1 Milestone		Date
Consultant procurement – Issue tenders.		June 09
Quarter 2 Milestone		Date
Completion of Reiket Lane Bridge replacement. Consultant procurement – award contract. Initial ground investigation for Roads, High School and Housing projects.		End August 09 September 09 September 09
Quarter 3 Milestone		Date
Edgar Road extension / Access to High School – Completion of design Elgin Traffic Model update.		December 09 December 09
Quarter 4 Milestone		Date
Edgar Road extension / Access to High School – Tender award. Elgin car parking strategy. Development of Western Distributor Road Options A&B.		February 2010 March 2010 March 2010
Expected outcome/contribution to the local and national outcome		
National Outcome 1: Transport improvements aligned with sustainable development and improved links across town.		
Local Outcome 3: Reduced congestion, increased safety whilst encouraging sustainable travel.		
Resources		
Existing Consultancy and Transportation staff together with the framework consultant.		
Lead Officer, including contact details	Sandy Ritchie, The Moray Council Tel: 562502	

National Outcome 1 – We live in a Scotland that is the most attractive place for doing business in Europe

Local Outcome 3 – Moray will benefit from an improved and safer transportation infrastructure

KEY ACTION	Develop an evidence base to support the case for investment in the A96 and A95	
SMART Targets for Key Action		
<ul style="list-style-type: none"> • Collate traffic flow information and traffic crash data for the A95 and A96 routes. • Engage with Transport Scotland officers to examine ways to improve A96 traffic flows in Elgin • Carry out outline road surveys of full length of A95 from Craigellachie to A9 at Aviemore and identify improvement priorities. • Estimate volumes of goods transported on A95 to from the major Moray businesses. • Compile a report for submission to Transport Scotland 		
Quarter 1 Milestone		Date
Collate classified traffic flow information and traffic crash data for the A95 and A96 routes. Engage with Transport Scotland officers to examine A96 options in Elgin		June 2009
Quarter 2 Milestone		Date
Complete Transport Scotland liaisons and agree an action list Meet with Minister for Transport to discuss and promote proposals for A96 in Elgin		September 2009
Quarter 3 Milestone		Date
Carry out outline road survey on A95 Estimate volumes of goods from major Moray businesses on A95		December 2009
Quarter 4 Milestone		Date
Compile a report for submission to Transport Scotland identifying and supporting the need for A95 road improvements		March 2010
Expected outcome/contribution to the local and national outcome		
National Outcome 1: Improvements to traffic flow on the A96 in Elgin contributes to good business operations, and improvements on the A95 will create a more efficient route for Moray's goods travelling to markets.		
Local Outcomes: This will provide support to help achieve excellent trunk road transport infrastructure and good external transport connections to Aberdeen, Inverness and other markets.		

Also, Moray will benefit from an improved and safer transport infrastructure.

Resources Existing Transportation staff.

**Lead Officer,
including contact
details**

**Gordon Holland, The Moray Council
Tel: 562514**

