

**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

<b>KEY ACTION</b>	<b>Moray Towns Partnership</b>	
<b>SMART Targets for Key Action</b>		
<ul style="list-style-type: none"> <li>• Increase footfall in the town centres by 5% (by improving infrastructure and increasing marketing)</li> <li>• Decrease business vacancies by 4 (as a result of the increased footfall). Note that there are currently 30 vacancies in the 4 towns (Hargest &amp; Wallace Report 2009 and Moray Council Town Centre Audit Nov 2008)</li> <li>• 8 new jobs created (as a result of decreased vacancies assuming 2 jobs per vacancy)</li> </ul> <p>These will be measured by the proposed footfall and shopper participation surveys which are to be a proposed project to the Moray Council's Economic Development &amp; Infrastructure committee.</p>		
<b>Quarter 1 Milestone</b>		<b>Date</b>
Identification or establishment of community/business bodies in each town to develop and implement Action Plan.		Sept - Oct 08
Development of Individual town action plans		Oct – Jan 09
<b>Quarter 2 Milestone</b>		<b>Date</b>
Formation of Moray Towns Partnership Steering Group		Feb 09
Submission (and subsequent success) of Committee Report requesting funding for Implementation of MTP action plans.		March 09
<b>Quarter 3 Milestone</b>		<b>Date</b>
Ground work by Town groups in preparation of match funding confirmation		March – May 09
Preparation and submission (and subsequent success) of match funding application through LEADER		May 09

<b>Quarter 4 Milestone</b>	<b>Date</b>
Implementation of marketing/tourism projects that received match funding through LEADER.	June - July 09
Preparation and submission of Scottish Government Town Centre Regeneration Fund for match funding for a number of Partnership projects.	June 09
Develop costings and permissions for projects (not included in the LEADER or Town Centre Regeneration Fund applications)	June – July 09
Investigate future funding sources for Phase 2 of MTP	August –
Continue to Monitor and evaluate Progress of Projects	October 2009-06-05
Submission of invoices	
<b>Expected outcome/contribution to the local and national outcome</b>	
Increased Footfall into town centres and decreasing Vacancies will directly contribute to Local Outcome 2 – Businesses in Moray will grow GVA	
<b>Resources</b>	
<b>Staff time, Economic development funding and external funding</b>	
<b>Lead Officer, including contact details</b>	<b>Donald Lunan, The Moray Council Tel: 563310</b>