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**REPORT TO: ECONOMIC DEVELOPMENT AND INFRASTRUCTURE  
SERVICES COMMITTEE ON 20 OCTOBER 2015**

**SUBJECT: MORAY SPEYSIDE TOURISM ANNUAL REPORT 2014-15**

**BY: CORPORATE DIRECTOR (ECONOMIC DEVELOPMENT,  
PLANNING & INFRASTRUCTURE)**

**1. REASON FOR REPORT**

- 1.1 To inform the Committee of the work of Moray Speyside Tourism during the year 2014-15.
- 1.2 This report is submitted to Committee in terms of Section I (F) (3) of the Council's Scheme of Administration in relation to the exercising of functions that promote economic development.

**2. RECOMMENDATION**

- 2.1 It is recommended that the Committee considers the annual report 2014-15 from Moray Speyside Tourism as detailed in Appendix 1.**

**3. BACKGROUND**

- 3.1 In 2013 "A Strategy for Tourism Development in Moray" was developed by the Moray Economic Partnership's (MEP) Culture and Tourism Programme Group, and endorsed by the MEP and the Community Planning Board. Objectives in the strategy for delivery by 2025 are:
- To double the economic value of tourism in Moray.
  - To double the size of the tourism related workforce, with at least 80% working all year round, living locally and fully skilled in their job, and trained in customer care.
  - To achieve annual occupancy of serviced accommodation of at least 75%, and at least 65% occupancy of self-catering units.
- 3.2 On 11 March 2014 this Committee agreed to provide funding support to the Moray Chamber of Commerce to facilitate tourism development in Moray (paragraph 13 of the minute refers). With support also from Highlands and Islands Enterprise (HIE) Moray Speyside Tourism was established in 2014.

- 3.3 **Appendix 1** provides an annual activity report for 2014-15 from Moray Speyside Tourism which sets out the progress underway to support the development of Moray as a visitor destination. Whilst substantial progress has been made it is anticipated that further support will be required from the public sector to maintain progress after 2016/17.

#### 4. **SUMMARY OF IMPLICATIONS**

(a) **Moray 2023: A Plan for the Future/Service Plan/Health and Social Care Integration**

Moray 2023 “The Ten Year Plan” identifies Sustainable Economic Development as its top priority. The Plan includes but is not limited to outcomes to increase the population, regional average wage, employment by the private sector, employability, the number of business start-ups, and the number of start-up businesses that survive beyond five years and the percentage of premises that have access to Next Generation Broadband. A growing and diversified local economy is a key objective with Tourism being a key sector for support.

(b) **Policy and Legal**

To comply with State Aid rules any contribution from the Council should be to carry out a public purpose and not compete with private sector operators who may provide similar commercial activities. The public purpose for tourism bodies is to provide tourism information and promote the country, region or area it represents.

(c) **Financial implications**

2014/15 is the second year in three years of funding support agreed by the Council to Moray Chamber of Commerce to facilitate tourism development. The support is to provide £20,000 per annum. HIE is contributing £40,000 per annum over the same period.

(d) **Risk Implications**

There are no risk implications arising from this report.

(e) **Staffing Implications**

Staff from the Economic Development Team work jointly with Moray Speyside Tourism to facilitate the development of Moray as a visitor destination. There are no additional staffing implications in this report.

(f) **Property**

There are no property implications arising from this report.

**(g) Equalities**

There are no equalities implications arising from this report.

**(h) Consultations**

The Corporate Director (EDP&I), The Head of Development Services, The Legal Services Manager (P&C), The Equal Opportunities Officer and Democratic Services Manager.

**5. CONCLUSION**

**5.1 The establishment of Moray Speyside Tourism has resulted in concentrated activity to promote Moray as a visitor destination and support the development of the visitor economy.**

Author of Report: Gordon Sutherland, Planning and Economic Development Manager

Background Papers: Moray Speyside Activity Report

Ref: A Strategy for Tourism Development in Moray  
Tourism