



Your Moray - Your Environment

REPORT TO: COMMUNITY PLANNING "GREENER STRATEGIC GROUP" ON 26 MARCH 2009

SUBJECT: BUSINESS SEMINAR

BY: HEAD OF DEVELOPMENT SERVICES

1. REASON FOR REPORT

1.1 To present a proposal to the Strategic Group for arranging a Business Seminar to discuss and develop good environmental practice in Moray.

2. RECOMMENDATION

2.1 **The Greener Strategic Group is recommended to agree the general proposal for a Business Seminar, and note that further information on the arrangements for will be made available to Members of the Group in due course.**

3. BACKGROUND

3.1 At the meeting of the Greener Strategic Group on 19th June, 2008, it was agreed that a report be submitted to the next meeting (18th September, 2008), on hosting an Environmental Awareness Seminar, to be held in Spring 2009. However, Envirowise had already organised and publicised a range of seminars to be held in October 2008. It was therefore decided to postpone arrangements thereon.

3.2 A Council officer was in attendance at the Elgin event, which provided information on a range of topics. Unfortunately, this event was very poorly attended, with only six members of the business community turning up.

4. PROPOSALS

4.1 The proposal is that a Business Seminar, will be held in June, at Elgin Town Hall, from 6.15pm – 8.45pm approximately, with a buffet being provided from 5.15pm. This will allow the business community to attend the seminar, after close of business and will hopefully encourage more to attend. The expected number of delegates attending, is estimated in the region of 60-80.

4.2 Staff from the Envirowise are in principle keen to attend the seminar and present on a number of subjects, however we re awaiting confirmation of this. In addition there will be speakers from local businesses who have already had successful outcomes in energy saving methods.

4.3 Invitations to the seminar would be sent in early May, which will be in the form of a leaflet, with “tear-off” booking for attached. Press releases will also be sent to the normal publications, Moray Chamber of Commerce etc., inviting people to book a place.

4.4	Cost:	£
	Hire of Town Hall	100
	Catering based on 80 people	560
	Leaflets (approx. 1000)	400
	Postage	<u>300</u>

5. **SUMMARY OF IMPLICATIONS**

(a) **COMMUNITY PLAN AND SINGLE OUTCOME AGREEMENT**

The Business Seminar will help engage with the business community and involve them in the work of the Strategic Group. The outcomes of the Seminar will help achieve some of the objectives of the Single Outcome Agreement in terms of reducing waste, increasing recycling, reducing carbon emissions, providing an improved environment for new and expanding businesses, and increasing the level of economic activity.

(b) **RESOURCES (FINANCIAL, STAFFING AND RISKS)**

The arrangement for the Seminar can be accommodated with the staff resources of the Strategic Group members, but there will be requirement for a financial commitment to the venue, catering and other expenses of the Seminar.

(c) **CONSULTATIONS**

The proposals have been previously discussed with HIE, SEPA, Chamber of Commerce, Federation of Small Businesses, and other Members of the Group and further comment on this will be made at the meeting of the Group.

6. **CONCLUSION**

6.1 The proposals for the Seminar will help to meet some of the objectives of the Group in terms of identifying and promoting good environmental practice and additional opportunities for association local economic development in Moray.

Author of Report: Mairi McIntosh, Development Officer
 Background Papers:
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