



# ***MORAY COMMUNITY PLANNING PARTNERSHIP SINGLE OUTCOME AGREEMENT***

## **Wealthier & Fairer Theme**

**(National Outcomes 1, 2 and 13  
Actions update)**

## Moray Single Outcome Agreement - National outcome 1.

We live in a Scotland that is the most attractive place for doing business in Europe.

Required Actions/commitment by local partners for these outcomes - **Increased level of economic activity**:-

Project	Objectives/Comment – 08/09	Lead	Year	Project Milestone & timescale	Progress	Identify Cross-Cutting issues
Buckie – acquisition of harbour-side land and the development of an iconic office	Land to be acquired by HIEM from TMC.  Detailed planning and costing to be undertaken.  Planning permission sought and granted.	TMC (land) & HIEM  HIEM  HIEM	08/09	TMC to clarify future role for Buckie Harbour prior to any further action being taken	Paper to be prepared by TMC for Council debate	HIE to assist debate where pertinent
Buckie - Business Park with Speculative office.	Land to be acquired by HIEM from private sector.  Detailed planning and costing to be undertaken.  Planning permission sought and granted.	HIEM  HIEM  HIEM	08/10	Planning issues to be resolved re placement on site prior to purchase being finalised Dependant on site placement Dependant on final site placement	Hopefully planning issues on retail positioning will be resolved by December 2008	Work with TMC planners to ensure clarity on position before proceeding
Elgin – Business Park	Site options to be identified Elgin West – option	TMC    HIEM	08/09	    HIE to commission site survey with a view to purchase and servicing Elgin West Site	Report to Policy Committee (Sept) re. options for 'Council office accommodation' discounts Barmuckity: promotes West End or Aldi for further examination.  Indications are that there is some private sector interest in developing part of this site	
Forres – Development of high quality business infrastructure & accommodation	Development of roads and construction of speculative units	HIEM	08/09	Detailed design for 9,500ft/2 building to be procured	3000ft/2 building completed and available for let 4000ft/2 building complete and available for let Roads for South side development costed Planning permission and warrant obtained for 7500ft/2 science building	
Support and promote tourism through the work of the Council's Tourism steering group	Council Priority	TMC	08/11		Steering Group formed and meeting regularly.	

Explore with partners, opportunities to create and develop tourist facilities in Moray	Council priority	TMC	08/11	HIE publication of Moray Tourism Strategy and Audit and commissioned study on Destination Management.	Both the strategy and remit for Destination Management have been reported to the Council Tourism Steering Group.	
Increasing the potential and number of diverse businesses in these new and growing sectors will be prioritised. Growth sectors identified for Moray include Food & Drink, Tourism, Life Sciences, Energy, Creative Industries (including digital content and technologies).	Implement Moray 2020/GES	HIEM	08/11 06/08  08/08	Account management focused on Businesses of growth implemented.	Work with clients ongoing across all sectors. Target 20 business growth plans 2008/9  International trade activity started with clients. Target 20 International business growth activities 2008/9	
Through business gateway, there will be a focus on increasing the number of start up businesses within Moray. Effort and influence will be directed towards Moray's higher impact businesses in terms of size, innovation and growth potential.	Implement Moray 2020/GES	HIEM	08/11	As above	As above	
Actively support national tourism initiatives which will assist Moray, such as Homecoming events, green tourism and ancestral tourism with Moray based activities	Council priority	TMC	08/11	Promotion of several events in Moray: Winter Festival, Whisky Festival and Film Festival.	Budgets secured for Festival Events.	
Elgin – Scotland's 5 <sup>th</sup> Art School	Vision and Master Plan to be developed, leading to an action plan	UHI/MC	08/10	Plans for expansion of Higher Education Art courses to be developed by March 2009.	Art School has already been launched but this is a precursor to a much more ambitious vision.	This is tied in with the development of the University Campus in Elgin below.
Elgin – Development of University Campus	Master Plan to be developed, business case made.	UHI/MC	08/09	Revised Business Case to be developed by March 2009.	Consultants have been re-engaged and modifications to previous plans made.	It is now intended that the proposed NHS Grampian Lifescience Centre will form part of the Master Plan.
Moray Towns economic transformation project.	Master Plan to be developed	TMC	08/09	Elgin City of the Future Project.	Held a 'Visioning Day' with Community Plan Partners. Consultants to be appointed by the Partnership.	
HIEM will focus on those industries and businesses which have the highest growth potential and where that potential can only be realised with HIEM's assistance.	Develop a key account list of businesses of growth potential in Moray.	HIEM	08/09	Account management focused on Businesses of growth implemented.	Work with clients ongoing across all sectors. Target 20 business growth plans 2008/9  International trade activity started with clients. Target 20 International business growth activities 2008/9	

Moray the Brand	Commission research. Action plan to developed in light of market research.	HIEM	08/10			
Growing businesses of scale:	Development of account management and the successful delivery of "value propositions"	HIEM	09/10	Account management focused on Businesses of growth implemented.	Work with clients ongoing across all sectors. Target 20 business growth plans 2008/9  International trade activity started with clients. Target 20 International business growth activities 2008/9	
Towns Promotions & Development project	Commission research. Action plan to developed	TMC	08/09	Moray Towns Partnership (Forres, Buckie, Lossiemouth and Keith). 4 Community Groups and 1 overarching group set up to administer the 4 town programmes.	Council approved project and budget in principle August 2008.  Groups being formed.	
Complete the Rural Development Strategy	Develop LEADER bid to support development of Rural Development Strategy	TMC	08/09		The bid has been well progressed and near completion.	
Elgin – Development of Lifescience Centre	Vision and Master Plan to be developed, leading to an action plan	NHSG	08/09		It is now intended that the proposed NHS Grampian Lifescience Centre will form part of the University Master Plan.	
Development and implementation of a Tourism Strategy	Launch and implementation of tourism strategy, leading to the creation of a Destination Development Organisation	HIEM	08/10 12/08  02/09	Brief to be finalised and put out to tender to procure DDO service from Private sector  DDO contractor appointed		VS and TMC consulted and supportive of line taken to go to the market to procure DDO service. TMC and VS to be involved in process of appointment and management of DDO service

Required Actions/commitment by local partners for these outcomes - **Improved transport infrastructure**

Project	Objectives/Comment – 08/09	Lead	Year	Project Milestone & timescale	Progress	Identify Cross-Cutting issues
Monitor and accelerate where we can, infrastructure projects that emanate from transport studies and assessments	Council priority	TMC	08/11		No progress made as yet.	
Monitor the construction of the Reiket Lane Railway Bridge and ensure completion on target	Council priority	TMC	08/09	Network Rail overhead communications complete  Scottish Water diversion	Scottish & Southern Electricity diversion of overhead power cables delayed due to a legal problem but have now started. This has caused a major	

				complete	delay to the start of the project. Now expected to commence in January. End date July 2009.	
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Required Actions/commitment by local partners for these outcomes - **Improved environment for new and expanding business**

Project	Objectives/Comment – 08/09	Lead	Year	Project Milestone & timescale	Progress	Identify Cross-Cutting issues
Relocation of businesses at Chanory Industrial site due to flooding. Review needed to establish a programme for new business units.	Necessary due to flood alleviation scheme construction.	HIEM TMC	08/10			Discussions need to take place to clarify issues to be resolved

## National outcome 2.

We realise our full economic potential with more and better employment opportunities for our people.

Required Actions/commitment by local partners for these outcomes - **Young People into employment**

Project	Objectives/Comment – 08/09	Lead	Year	Project Milestone & timescale	Progress	Identify Cross-Cutting issues
Grow our own talent for those school leavers moving directly into work	Increase number of modern apprenticeships Create opportunities for More Choices / More Chances young people Increase the number of non seasonal permanent employment opportunities	TMC	08/11		Council have put out adverts offering apprentice placements, with a healthy response of 140+ applicants.  Appointment of 10 placements to be confirmed by end of November.	
Establish early intervention strategy for young people who could become or are “not in education, training or employment” category	Identify potential young people in this category at an early stage in their school career and ensure effective transition support for moves from school to post school.  Support key groups through co-ordinated approaches to young people in the 16-19 age group in this category to assist them to enter work, education or training	TMC CPP	08/11		No progress as yet.	
Increase opportunities for employment of vulnerable people	Apprenticeship Scheme	TMC	08/11		Update unavailable at time of reporting	
Deliver the Moray Determined to Succeed Plan for 2006-8	Increase scope and uptake of vocational course and work experience placements Skill force involved in all secondary schools and evaluation and accreditation show a positive impact on most learners	TMC	08/09		Report for Moray has been completed and forwarded to the Scottish Government detailing progress against the Determined to Succeed National recommendations for 2006-08.	
Workforce Planning	Develop workforce plan	TMC	08/09		Workforce Plan approved April 2008. Plans include several long term actions which are ongoing and on target. No actions were due to be complete in quarter 1.	
Development of a centre of excellence in Social Enterprise	To be scoped and an action and research plan developed	HIEM	08/09			
Promoting the Moray area as a place in which to live, work and visit.	Tender and Commission of private sector specialists. Development of an Action Plan	HIEM TMC	08/10		Needs to be clarified.	
Marketing communications plan to be developed.	Scoping exercise and action plan	HIEM	08/09			

Required Actions/commitment by local partners for these outcomes - **Resources**

Project	Objectives/Comment – 08/09	Lead	Year	Project Milestone & timescale	Progress	Identify Cross-Cutting issues
Ensure that Moray has a strong voice in the Enterprise network and receives a fair share of financial investment in economic development projects	Council priority	TMC	08/11		<p>Moray Council has regular meetings with HIE at member and officer level.</p> <p>Moray Council and HIE have a joint action plan, projects within the action plan are devised to achieve maximum financial investment from HIE and additional external funding through the Council external funding team.</p>	

### National outcome 13.

We take pride in a strong, fair and inclusive national identity.

Required Actions/commitment by local partners for these outcomes – **The many cultures of communities of interest and geographical communities in Moray which gives the areas a distinct and inclusive identity will be supported and fostered**

Project	Objectives/Comment – 08/09	Lead	Year	Project Milestone & timescale	Progress	Identify Cross-Cutting issues
Support Homecoming events in 2009.	Council priorities	TMC	08/09	Economic Development & Infrastructure Committee (17 June) agreed £50k over two years funding for Moray Connections Projects. Flagship project Canadian CPR being reassessed following poor response (September).	Re-assigned consultancy to assess alternative market for Homecoming.  Homecoming programme of events being prepared with VS and the industry.	

Required Actions/commitment by local partners for these outcomes – **Heritage and Ancestral Tourism**

Project	Objectives/Comment – 08/09	Lead	Year	Project Milestone & timescale	Progress	Identify Cross-Cutting issues
Publicise existing facilities	Council priority	TMC	08/11		Visitor Development Officer appointed with the remit to raise awareness and numbers visiting Heritage and Ancestral facilities across Moray.	
Develop a strategy to develop a centre for heritage and ancestral tourism	Consult with all stakeholders	TMC	08/09		Feasibility study undertaken to identify sites to develop centre. Report due to go to committee later this year.	