

APPENDIX 1

Moray Towns Partnership Economic Development & Infrastructure Committee 31 March 2009

Activity	Cost	Outcomes	Timescale
Joint Projects			
Best practice/learning seminar and visits	£4,000	Exchange best practice ideas.	May/June seminar then Feb 2010 visits
Steering group admin/venue and subsistence costs	£2,000	Overall administration of the project. Cost of meetings and travel.	
Contingency costs (5%)	£9540		
Lossiemouth			
Manned Information Centre/creation of a tourism strategy	£9,000 (£27 K over 3 yrs)	Improved tourist facilities, increased visitor numbers A Lossiemouth Tourism strategy	May – September 09
Tear off Town Map	£1,050 for 150 books of 100 sheets	Improved Information for visitors	By April 09
Tourism Leaflets	£1,750 for 10,000	Better promotion and marketing for Lossiemouth	May 2009
Tourist walks around Town with Fingerposts	£7,000	Improved Tourist facilities	
Walkway east to West Beach/walks clarified with Map Boards	£7,500 (3 @ £2,500)	Improved Tourist facilities	October 2009
Cyclepath Networked	No cost initially	Increased tourism, promotion of Lossiemouth through National Cyclepath promotion	
Ramsay MacDonald Viewpoint Upgraded	£15,000	Enhanced visitor facility	March 2010
Business Directory/Lossiemouth handbook	£8,000	Improved marketing for local businesses	May/June 2009
Total Cost - Lossiemouth	£49,300		
Keith			
Toilet/shower facilities at Lorry Park	£25,000	Increased number of visitors overnighting and using local facilities	By Mar 2010
Business Directory/Keith Handbook	£8,000	Improved marketing for local businesses	By summer 2009
Leaflet wallet	£4,000	Improved marketing of Keith	By summer 2009
Farmers and/or continental market	No cost	Attract shoppers to Keith	By Dec 2009

Environmental business audit	£1,500	Innovative solutions to local waste using local businesses	By Mar 2009
Mid Street Improvements and decorations	£7000	Increased visitors to Keith shopping	By Dec 2009
TOTAL COST-KEITH	£45,500		
Forres			
Leaflets	£2,000	Improved marketing	April/May 2009
Tear off Maps	£1,000	Improved marketing for businesses and visitor attractions	April 2009
Information Boards (2, 1 marking start of Coastal walk)	£6,000	Improved Tourist facilities	July 2009
Business Directory/Forres Handbook	£8,000	Improved marketing for local businesses	April/May 2009
Disabled-friendly town (Feasibility Study and detailed plans)	£10,000	Improved Access to town	October 2009
Shop front improvement scheme	£20,000	Improved appearance of town centre and increased shoppers to centre	March 2010
Total Cost - Forres	47,000		
Buckie			
Eco-Shopping Bag	£8,000	Help make town eco-friendly and promote town	By Nov 2009
Establish Buckie website	£3,000	Increase tourism and awareness of the area	By Nov 2009
Development of Buckie Community Radio	£10,000	Help promote businesses and Tourism and service fishing communities	By Mar 2010
Extend Speyside Way to Buckie and Promote Buckie as Terminus/start of 'The Spey Way'	£8,000	Increase in visitors stopping and spending in Buckie.	By Mar 2010
Event promotion, including arts event and Buckie festival.	£6,000	Promote and improve on existing events in Buckie - including the Buckie festival	By Nov 2009
Business Directory/ Buckie Handbook	£8,000	To promote the town	By summer 2009
TOTAL COST – BUCKIE	£43,000		
OVERALL TOTAL COST	£200,340		