

**REPORT TO: WEALTHIER & FAIRER STRATEGIC GROUP 18 MARCH 2010**

**SUBJECT: MORAY 2020**

**BY: PLANNING & DEVELOPMENT MANAGER**

**1. REASON FOR REPORT**

- 1.1 To provide a focused report on the Moray 2020 strategy that links to the Single Outcome Agreement.

**2. RECOMMENDATION**

**It is recommended that the Wealthier & Fairer Group note that the following was agreed at the appropriate Council Committee:**

**scrutinise and note the content of the report and update all actions related to the Moray 2020 strategy.**

**3. BACKGROUND**

- 3.1 The Moray 2020 strategy and action plan for diversifying the Moray economy had been produced in December 2005 at the request of the First Minister and in response to a potential significant reduction of the RAF workforce. The work was informed by an economic impact study, published in March 2005, highlighting Moray's defense dependant economy and was led by HIE Moray on behalf of the Local Economic Forum (LEF), with input from all relevant public sector organisations and was widely consulted. The strategic context for Moray 2020 was based on 'Smart Successful Highlands and Islands' HIE strategy.

- 3.2 The strategy and action plan identified 8 overarching themes, 5 strands and 56 projects. The themes are:

1. Strengthening Moray's infrastructure
2. Developing our key sectors
3. Building on our small businesses and strengthen our entrepreneurial culture
4. Developing Moray as a place for learning
5. Young people as our future
6. Realising the potential of Moray to pioneer niches in the sustainable development agenda
7. Creating an inclusive, tolerant, outward looking society
8. Enhancing and promoting Moray's quality of life

The 5 strands focus on:

- Investing in new assets

- Developing our business and sectoral assets
- Developing our people
- Developing our nascent assets
- Facilitation and information provision

3.3 The document provides for each proposed project, detailed analysis of lead organisation and potential partners, scored prioritisation including anticipated outputs and outcomes, such as number of jobs and quality, strategic importance, urgency and practicality. The identified lead organisation for the 56 projects are outlined below:

- HIE Moray – 36
- The Moray Council – 6
- UHI - 5
- LEF - 4
- NHS - 4
- Forest Enterprise - 1

3.4 The details for the Moray Council lead projects including their priority ranking out of 56 are detailed in the table below.

No.	Project	Outline of proposal	Lead organisation: <i>partners</i>	Ranking
1.8	<b>City of Elgin – Urban economic transformation programme.</b>	Recognising the strategic role of Elgin in the wider Moray economy, develop a strategy and feasibility report leading to series of economic transformational urban projects, that will present Elgin as a modern vibrant and dynamic location for Business, Culture and prosperity.	<b>Moray Council:</b> <i>HIE Moray, UHI, private sector.</i>	42
1.9	<b>Moray Towns economic transformation project.</b>	A series of economic development initiatives to encourage individual town centre urban transformation and regeneration.	<b>Moray Council:</b> <i>HIE Moray.</i>	47
2.19	<b>Promoting the Moray area as a place in which to live, work, and visit.</b>	Undertake analysis of the key marketing messages and themes that might be promoted as part of a sustained marketing.	<b>Moray Council:</b> <i>HIE Moray, VisitScotland.</i>	51
3.3	<b>Pilot volunteer recognition programme with Moray Council.</b>	A pilot Community awards and volunteer recognition programme to encourage greater community involvement in Moray and to fill the vacuum caused by key people leaving from the RAF. In partnership with the Moray Council.	<b>Moray Council:</b> <i>HIE Moray, Communities Scotland.</i>	53
3.5	<b>Build a life in Moray.</b>	A comprehensive programme aimed at young people who wish to settle in Moray. This will include those who have left Moray to go to University to return, or who are in Moray and seeking extended vocational training. Support will include local job placements and help with initial housing.	<b>Moray Council:</b> <i>Communities Scotland, HIE Moray, Jobcentre Plus.</i>	46
4.11	<b>Schools Entrepreneurship and Technology Programme.</b>	Encourage up-take and teaching of technology related disciplines at primary and secondary education level to supplement the existing	<b>Moray Council:</b> <i>Careers Scotland, HIE Moray, private sector.</i>	55

		school curriculum – through Determined to Succeed, over a 5 year period. Bring in private sector sponsorship to supplement.		
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3.5 For the management and implementation of the strategy, all key parties, their commitment and roles were identified with HIE Moray taken the lead on behalf of the Local Economic Forum (LEF). Partners reporting to the LEF on the progress of their assigned projects and with HIE reporting to the Scottish Government.

#### 4. **PROPOSAL**

4.1 In 2007, the Government introduced a new approach for Scottish local authorities to conduct business via the Single Outcome Agreement. Its purpose is to detail strategic priorities, identify the outcomes, which will be delivered by the Community Planning partners either individually or jointly, and show how these will contribute to the Scottish Government's relevant national outcomes.

4.2 The Local Economic Forum was replaced by the Community Planning Wealthier & Fairer Strategic Group and elements of the action plan of the Moray 2020 strategy were incorporated into the Single Outcome Agreement. Also workshops on its revision were held at the end of 2007, alongside with discussions with key community planning stakeholders.

4.3 The progress on the revised Moray 2020 Activity list 'Moray: Economic Development Programme' (Moray 2020), Augst 2008 was presented by HIE Moray to the Wealthier & Fairer Strategic Group on 21<sup>st</sup> August 2008. Details attached as Annex I & II.

4.4 In 2009 the Scottish Government introduced changes to Scottish and Highland and Island Enterprise Companies such as with the transfer of Business Gateway to Local Authorities and latterly re-focusing the Enterprise companies priorities, limiting also the areas they can invest their resources. A further review is planned by the Scottish Government of the Enterprise activities during Summer 2010.

4.5 As HIE Moray is the lead organisation for the majority of projects featured in the action plan and with all partner organisations facing sharp cut backs in their resources combined with the economic recession, it is proposed to invite an update of the Moray 2020 action plan. It would allow to renew the ranking of priorities against a back drop of what is realistic and achievable in the current climate of financial restraints and against funding opportunities.

#### 5. **SUMMARY OF IMPLICATIONS**

##### **(a) Single Outcome Agreement/Service Improvement Plan**

The proposal contributes to the Single Outcome Agreement of the Community Planning Partnership with the Scottish Government in respect of the

'Outcomes' allocated to the 'Wealthier and Fairer' Group and the stated priorities of the Council's Plan for 2008-11 in relation to the economy.

**(b) Policy and Legal**

There are no direct policy or legal implications

**(c) Resources (Financial, Risks, Staffing and Property)**

**Finance** – there are no financial implications

**Risks** – none

**Staffing** – the proposal can be accommodated within the existing staffing resources

**Property** – none

**Procurement of EU Funding** - Some of the projects within the Moray 2020 strategy and action plan have successfully attracted external funding, primarily from Europe, but also from the private sector and other organisations. Should the proposal be supported, it would allow to re-focus some of the projects against present funding opportunities such as the Structural Funds 2007 – 2013.

**Consultations** - Consultation on this report has been undertaken with HIE Moray, which is in agreement with the Conclusions and the Recommendation of the proposal.

**6. CONCLUSION**

**6.1 The Moray 2020 strategy and action plan provides an important vision for the diversification of Moray's economy and is still relevant in 2010. It has provided a clear rationale and evidence of demand for proposals and has been an essential back-up document for a number of successful funding applications.**

**6.2 However the data and strategy Moray 2020 has drawn from relies heavily on 2004 documents and research and as the national economy since then has changed dramatically, alongside with organisational priorities, resources and initiatives, it is vital to update the action plan to ensure it remains a working document, capable of achieving its vision.**

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Background Papers: Proposals, correspondence and reports on file in Environmental Services, Development and Planning Section

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