

PILLARS OF THE DEAL

BUSINESS SUPPORT, SKILLS AND EMPLOYABILITY

(Including fair opportunity, upskilling, productivity and competitiveness)



CREATE AN INNOVATION TESTBED

Digital Health

Creation of an anchored demonstration and simulation environment (DSE) and Living Lab testbeds in Moray, as a key asset in the new emerging digital health and care strategy focused on a rural system/service.

KEY BENEFITS - to bring significant opportunities to rural communities including inward investment to deliver economic and inclusive growth.



INCREASE OPPORTUNITIES FOR YOUNG PEOPLE

Early Years STEM

A pilot scheme to deliver flexible indoor and outdoor spaces across Moray to attract and enable young children (3-8 years old) and their parents to take part in STEM learning activities. Strong links to be established with the Science Skills Academy in Inverness and age appropriate STEM opportunities arising from the Moray Aerospace, Advanced Technology and Innovation Campus.

KEY BENEFITS - to increase the number of children taking STEM subjects, with a focus on female students to reduce the gender pay gap.

MORAY THE PLACE

(marketing of Moray to include: natural assets, hospitality and tourism, quality of life and lifestyle, environment, climate, cohesive communities)



ACCELERATE DELIVERY OF HOUSING

Housing Mix Delivery

An innovative approach to address market failure and overcome barriers, stimulating housing development in town centres but also looking at the rural context, unlocking constrained sites and promoting pilot exemplar sustainable design and construction projects.

KEY BENEFITS - accelerated delivery of affordable houses and plots, stimulation of the private housing building sector, and supporting economic growth in town centres and rural towns and villages.



SUPPORT MANUFACTURING INDUSTRY IN THE REGION TO INNOVATE

Manufacturing and Innovation for Moray

A focal point for process and production efficiencies, and private sector investment in manufacturing across the Highlands and Islands, located in Moray.

KEY BENEFITS - to increase research and development investment in the area and support business growth.

CONNECTIVITY

(including transport [particularly rural transport within Moray], digital, collaboration, and exporting)



INCREASE HIGHLY SKILLED WORKFORCE

Moray Aerospace, Advanced Technology and Innovation Campus

Meeting the immediate training and technology needs of existing Moray-based industries, provide the skilled workforce requirements for the emerging aerospace sector, and support research into cutting edge developments in aviation.

KEY BENEFITS - develop a highly skilled workforce to support significant growth in the aerospace sector.



INCREASE PUBLIC TRANSPORT OPTIONS ACROSS MORAY

Bus Revolution

Will build on the existing innovative and award winning local authority run dial-a-bus services in Moray. Providing comprehensive and cohesive public transport links tailored to a largely rural economy, using green fleet and advanced technology to provide modern on-demand service.

KEY BENEFITS - remove significant barriers to labour market access and education by providing more efficient and accessible bus services.

DEVELOPING OUR KEY SECTORS

(building on traditional strengths in areas like food and drink, manufacturing, and construction but also looking at growth areas, such as renewables, tourism, and aviation)



DEVELOP MORAY'S RURAL ECONOMY

Business Enterprise Hub

Focusing on education, research and co-location of business support functions in Moray to support new business start-ups, and the upscaling of existing micro businesses.

KEY BENEFITS - assisting micro-businesses to achieve growth aspirations.



INCREASE TOURISM & ATTRACT/RETAIN TALENT

Cultural Quarter

Creation of a vibrant city cultural quarter located in a reimagined space in the heart of Elgin. Comprising of; a visitor orientation facility, incorporating a Heritage Experience to celebrate Moray's strong food and drink heritage, a multi-purpose entertainment venue; a quality hotel (to be privately funded); and enhanced public space in the Lossie Green and Cooper Park area.

KEY BENEFITS - to contribute significantly to supporting the growing tourism sector across Moray and to make the area more attractive to potential business recruits and existing residents.