



OUR BUSINESS PLAN FOR MORAY

A MANIFESTO FOR GROWTH,
OPPORTUNITY, AND PROSPERITY
AHEAD OF THE SCOTTISH ELECTIONS



OUR BUSINESS PLAN FOR MORAY

Moray is a region of ambition, resilience, and constrained potential. Our businesses create jobs, drive exports, and sustain communities. Yet, Moray can do so much more if government works in partnership with the business community.

Moray sits at the heart of the Inverness–Aberdeen growth corridor, linking two of Scotland's fastest-growing city regions. With improved transport, digital connectivity, and targeted investment, Moray can become a national hub for sustainable economic growth. Our world-class strengths from whisky and food & drink to renewables, tourism, advanced manufacturing, and defence mean Moray is ready to attract investment, grow skilled talent, and offer high-quality, affordable housing for families and workers.

This is Our Business Plan for Moray: a clear, deliverable set of actions to unlock growth, secure jobs, and strengthen communities.

TOGETHER WE GROW...

INFRASTRUCTURE & CONNECTIVITY



Moray's future depends on connectivity. To support growth, tourism, and workforce mobility, we call for:

- ✓ **A96 Dualling:** Commit to a clear, funded timeline to deliver dualling and unlock economic growth.
- ✓ **Digital Connectivity:** Ensure high-speed rural broadband and 5G coverage to enable businesses and remote working.
- ✓ **Public Transport:** Expand rural transport links to improve workforce access and visitor numbers.
- ✓ **Growth Corridor Recognition:** Position Moray as a strategic driver of Scotland's northern economy.

WORKFORCE & SKILLS



Our workforce is our greatest asset. To retain and attract talent, we need:

- ✓ **Affordable Childcare:** Flexible, affordable childcare so parents can work and allow businesses to grow.
- ✓ **Targeted Skills Investment:** Training aligned to renewables, manufacturing, tourism, and digital growth sectors.
- ✓ **Talent Retention & Attraction:** Policies that create employment opportunities which make rural living and working in Moray practical and desirable.

BUSINESS COSTS & SUPPORT



High costs and barriers stifle growth. We urge action on:

- ✓ **Business Rates Reform:** Fair and competitive rates for SMEs, retail, hospitality, and tourism.
- ✓ **Energy Costs & Grid Capacity:** Affordable energy and swift upgraded infrastructure, especially for manufacturers and renewables.
- ✓ **Access to Finance:** Grants and low-interest loans tailored to rural businesses and start-ups.

HOUSING & POPULATION

A thriving workforce needs a thriving community. We call for:

- ✓ **Affordable Workforce Housing:** Address shortages to retain staff and attract new residents.
- ✓ **Planning Reform:** Streamlined processes for housing and commercial development to accelerate growth.



SECTOR-SPECIFIC PRIORITIES

Moray's key industries are engines of growth. We propose:

- ✓ **Tourism Recovery & Growth:** Fund destination development and marketing to boost visitor numbers.
- ✓ **Health & Social Care Access:** Ensure rural healthcare to support workforce retention and attract families.
- ✓ **Renewables & Green Energy:** Support renewable investment and local supply chain opportunities.
- ✓ **Manufacturing:** Strengthen exports, local procurement, and infrastructure to secure sustainable growth.



MORAY IS READY TO GROW, INNOVATE, AND LEAD. BUT WE NEED YOU TO REMOVE THE SHACKLES.

WE CALL ON ALL CANDIDATES AND PARTIES TO COMMIT TO THIS PLAN, PARTNER WITH OUR BUSINESSES, AND DELIVER THE INVESTMENT, SKILLS, AND INFRASTRUCTURE THAT MORAY - AND SCOTLAND - DESERVES.

"Our Business Plan for Moray sets out a clear, ambitious, and practical vision. It's built directly from the voices of our members and wider business community, reflecting both the challenges and the opportunities we face. This plan is a call for partnership with government, industry and with our communities to unlock Moray's potential and create sustainable growth for generations to come."

Sarah Medcraf

Chief Executive, Moray Chamber of Commerce

"This plan demonstrates the determination and ambition of Moray's business community. It highlights the steps we must take to strengthen our economy, retain and attract talent, and ensure that Moray plays its full role in Scotland's future. By working together and backing the priorities in this plan, we can deliver the connectivity, investment, and opportunities our businesses and communities need to grow to their full potential."

Graham Alexander

President, Moray Chamber of Commerce





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