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Sarah Medcraf
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Our Reference: 202200297188
Your Reference: Getting the Right Change

26 May 2022

Dear Ms Medcraf,

Thank you for your letter of 26 April and for the helpful feedback provided on the Retail Strategy. I appreciate the effort and time taken by Moray Chamber of Commerce and the individual retail businesses involved to consider and comment on the strategy's content.

Whilst the strategy acknowledges the difficulties of the previous two years, and that rising prices are presenting challenges for businesses as well as households, it is predominantly a forward-looking document, setting out a vision for the retail sector in the longer term that is vibrant and thriving – in all parts of Scotland, including Moray.

The strategy was co-produced with businesses and their representative bodies - in recognition of the fact that the experiences of retail businesses would be key in determining its focus – and sets out the actions we need to take, jointly with the retail sector, to achieve that aim.

In developing this strategy, the importance of adaptability and resilience needed to meet future challenges in a changing world was a recurring view. Whilst the strategy highlights key actions and priorities, these are not the limits of our ambition so the strategy must be able to flex and refocus as needed.

Delivery of the priority actions will be overseen by the new Industry Leadership Group (ILG) and I am clear that the ILG's membership should reflect the breadth and diversity of the retail sector and geography of Scotland. I understand that, following exchanges with officials, you have suggested a number of Moray-based retailers as potential candidates for membership. The formation of the ILG will

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be finalised shortly and officials will be happy to share the detail of that with you once known.

The feedback and perspectives identified in your report provide valuable insight that I expect will be of interest to the ILG, once it is established and commences work developing the Fair Work Agreement, Skills Audit and Action Plan and Just Transition Plan as well as a delivery plan.

Thank you again for your proactive approach to responding to the Retail Strategy and I look forward to your continued engagement as we work together to create a successful, resilient, sustainable and profitable retail sector in Scotland.

Yours sincerely,



TOM ARTHUR

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