

**Moray Economic Strategy
Tourism and Culture Group Meeting
Wednesday 26th of March 2014, 10.30 am
Board Room, HIE Moray, Forres**

MEETING NOTE

| | |
|------------------|--|
| ATTENDEES | Andrew Anderson (AA) and Nicole Green (NG) – Highlands and Islands Enterprise; Margery McLennan (MM) and Laura Cruickshank (LC) – Moray Chamber of Commerce; Gill Neill (GN) – Elgin BID; Kim Paterson (KP) – Moray Council. |
| APOLOGIES | Anna McPherson (AM) – Creative Moray; Tina McGeever (T.M) – Out of the Darkness Theatre Company. |

1) Review of previous meeting note – 17.02.14.

Accepted as written.

2) Feedback on actions from previous meeting.

Investigate Flexible Training Opportunities funding eligibility for non SME businesses – AA.

Non-SME businesses will not be eligible. The question needs to be raised, after results of Scottish Government funding bid, as to whether the size of each business can be determined by number of employees in a tourism facing role.

Investigate possibility of a UHI Graduate Placement for World Host coordination – AA.

This will depend on the outcome of the funding bid to Scottish Government by People 1st, as a coordinator for the project is included in this funding. AA spoke to Euan Black, Moray College UHI, who described many opportunities for a placement. This is still open to take forward. Moray Chamber of Commerce happy to support a placement but physically won't be able to accommodate another member of staff.

Ask Alistair Gronbach to join Tourism & Culture Group - AA.

Action carried forward.

Raise Speyside Transport Initiative with MES Programme Managers and Malt Whisky Trail – AA.

This was raised at the MES Programme Managers Meeting – 20.02.14. MES Transportation Group to take this initiative forward.

All other actions completed to date.

3) Review of Sport, Leisure and Recreation Provision for Moray – 11.00 am.

KP gave an overview of the review to date. Consultations have been undertaken with community groups and providers. An online and hardcopy survey was issued to the public which received 1600 responses.

This information is now to be collated, analysed and then presented to the Area Based Review Steering Group and fed back to the public. The outcomes of this review will be linked to those from the Education review. KP agreed to share the report with the Tourism and Culture Group.

The sports hubs are working well, allowing clubs to work together more collectively, sharing resources and expertise and improving communications and marketing.

As part of the funding received from the Celebrate Fund, KP is also looking to pull together a calendar of sporting events. This will take the form of a physical supplement and an online version for display on the Moray Council website. This will be shared with others who would like to display a link on their own webpage, for example Moray Chamber of Commerce Tourism website when constructed and Elgin BID's website. The calendar should be live in May, showing events from May to December.

KP agreed to share contacts list with MM who is collating contact details for the new Tourism function of the Moray Chamber of Commerce.

4) Moray Chamber of Commerce – Tourism.

The Moray Chamber of Commerce are now looking to recruit a Tourism Operations Manager, after funding was confirmed from Moray Council and Highlands and Islands Enterprise to develop Tourism in the Moray Speyside area.

In a partnership with Open Brolly, the Chamber are also looking to launch a Tourism website, developed from the Greater Speyside website. Anyone in the Tourism industry in the Moray Speyside area will be able to list their business on the new website, when live, for free and without becoming a member of the Chamber. Any contact details and information to be sent to MM or LC. A launch will be held for the website, where anyone within the industry will be invited to come along and be shown how they can list and promote their business, promotions and events. There will also be a demonstration on how to list on Visit Scotland and how to setup social media accounts.

MM attended a meeting of the Lossiemouth Community Council last week to discuss the Seafest event which is scheduled for the weekend of the 4th of July this year. The event will begin with a 'Seafood Supper' on the Friday night at the Stotfield Hotel with various other activities of a nautical theme over the Saturday.

5) AOB.

Update on Steering Groups

World Host – Lossiemouth, Keith and Speyside areas still to run pilot courses. NG to email KP World Host information. Natalie Bradley, Moray Chamber of Commerce, happy to set up Facebook page for the project, but would like to add the trainers as administrators. LC and MM to ask Natalie along to next World Host meeting on the 29th of

April. The next meeting will focus on a plan moving forward after the pilot courses are completed.

Arts and Culture – The Strategy is complete, with final editing ongoing over the next few days. It will be going to MEP for approval on the 20th of May and presented to the Tourism and Culture Group prior to this.

Craigellachie Hotel

MM had the opportunity to visit the Craigellachie Hotel, currently under construction. The Hotel are aiming to be open in May for Whisky Month, part of Homecoming 2014.

6) Date of next meeting.

Doodle to be circulated for week commencing 5th of May.

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ACTIONS FROM MEETING

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| ACTION NUMBER | DECISION | AGENDA ITEM | ACTION BY |
|----------------------|---|--------------------|------------------|
| 1 | Ask Alistair Gronbach to join Tourism & Culture Group. | 2 | AA |
| 2 | Share report from Sport, Leisure and Recreation Provision review when final with Tourism and Culture Group. | 3 | KP |
| 3 | Share contacts list with MM. | 3 | KP |
| 4 | Send KP World Host information. | 5 | NG |
| 5 | Ask Natalie Bradley, Moray Chamber of Commerce, to attend next World Host meeting. | 5 | LC; MM |

Key:

| INITIALS | NAME OF PERSON |
|-----------------|-----------------------|
| AA | Andrew Anderson |
| KP | Kim Paterson |
| MM | Margery McLennan |
| NG | Nicole Green |
| LC | Laura Cruickshank |