

**Moray Economic Strategy
Tourism & Culture Group Meeting
Tuesday 9th October 2012, Moray College**

MEETING NOTE

Attendees	Mike Devenney (MD) – Moray College; Cllr Gary Coull (GC) – Moray Council; Andrew Anderson (AA) & Nicole Green (NG) – Highlands and Islands Enterprise.
Apologies	None.

1) Review of previous meeting note.

- Clarification over the Project Team, which will be chosen by the group to include representation from relevant groups, eg Moray Tourism Development Group, Cultural Industries Network, Findhorn Bay Arts Festival, Moray Arts Centre, Moray Chamber of Commerce, Elgin BID and the Regional Sports Centre project.

2) Context of group.

- Agents working to implement the Strategies, regenerating Tourism and capitalising on the newer Culture aspect.
- Assuming responsibility for Platforms 4, 5 and parts of 1 from the ECFTF Strategy. Main projects being Grant Lodge, Arts Centre, Sports Centre and use of St Giles Church.
- Keeping track of current projects and activities, eg Castle to Cashmere initiative.
- *Action taken by AA to find out about the Business Advocate.*
- *Issue to raise at meeting with other groups – possibility of looking at consultation responses and adding to the current Action Plan.*

3) Coordination with other groups on strategies, projects and activities.

- After reviewing projects, the group will need to check with the relevant organisations that they can still commit to these projects.
- Current status of projects and what else may be necessary can come from the Project Team when selected.
- Coordination with Moray Council Events Strategy, creating a calendar of events which could then be distributed a year in advance.
- Other current events to take note of – Pipe Band Championship, Orienteering Championship. Mike Rogers – Regional Orienteering Development Officer. Food and Drink Festival (Elgin BID).
- Coordination with heritage trails and the various walking groups.

- *Action taken by GC to find out result from Culture Summit.*
 - *Action taken by GC to discuss Events Strategy with Mairi McIntosh.*
 - *Action taken by AA to send a note on Events Strategy to Mairi McIntosh.*
- 4) Relevance of projects currently on MES and ECFTF Action Plans.
- Need to look at what is not currently on Action Plan that could be initiated by group.
 - Town Hall refurbishment – needs to incorporate facilities and flexibility. Perhaps name change to a ‘Moray’ facility and an Arts Centre Focus. Need to establish whether this can be done or if they will have to remain two separate projects. Possible funders – Creative Scotland, HIE and European funding.
 - Grant Lodge project – in progress.
 - Story of Speyside – in progress, being overseen by Keith Community Council. Dialect an important aspect which could be capitalised on.
 - Assisting in hotel development – currently in progress at Coleburn Distillery. Need to identify potential new sites, future site being Barmuckity.
 - Discussion of Lossiemouth, Seatown Bridge. Currently on Moray Council Capital Planning Reserve List.
 - Possible conflict between Grant lodge and plans for St Giles Church becoming a Visitors’ Information Centre.
 - Coach drop off facilities – something which could be initiated quickly but may need to wait until other projects are in place. Not such an issue in Forres and Keith.
 - *Action taken by MD to find out about Town Hall project.*
 - *Action taken by GC to look into access of Capital Planning List and the Reserve List.*
 - *Action taken by MD to discuss coach drop off facilities and High Street Pavilion with Elgin BID.*
- 5) Venues and accommodation.
- Previously discussed in above agenda items.
 - In addition: potential site at High Street East (Elgin), point raised that this may be more suited to the Inward Investment and Business Growth group.

6) Support infrastructure.

- Business development support – Example of Business Portal in Abertay, HI~Arts – what are they doing and what is left to do.
- *Action taken by AA to arrange meeting with Robert Livingstone (HI~Arts).*
- Establish business support unit – incorporate signposting to specialist organisations and agencies. Business Gateway – deal with basic business skills and support training. Tourism specific training could come from – MTD, Visit Scotland, HIE Tourism, Scottish Tourism Alliance. This could be a project to initiate quickly, would need someone to coordinate it.

7) AOB.

- Identified need for a reporting mechanism which will clearly show which group is taking responsibility for which sections of the Action Plan and is kept updated.

8) Date of next meeting.

- TBC, week beginning 12th November.

ACTIONS FROM MEETING

Who	Action
AA	Find out about Business Advocate.
GC	Find out result from Culture Summit.
GC	Discuss Events Strategy with Mairi McIntosh.
MD	Find out about Town Hall project.
GC	Look into access of Capital Planning List and the Reserve List.
MD	Discuss coach drop off facilities and High Street Pavilion with Elgin BID
AA	Arrange meeting with Robert Livingstone (HI~Arts).
AA	Send a note on Events Strategy to Mairi McIntosh.