

**Moray Economic Strategy  
Tourism & Culture Group Meeting  
Monday 14<sup>th</sup> January 2013, Moray College**

**MEETING NOTE**

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

1) Review of previous meeting note.

- No changes to be made.

2) Feedback on actions from previous meeting.

**1. Look into We Heart Moray group.**

- Keep monitoring on Facebook and Twitter.

**2. Meet with Mairi McIntosh re Projects 4 and 5, St Giles Church and High St Pavillion.**

- Mairi is currently on leave, action carried forward.

**3. Arrange meeting with Ian Hamilton re Business Development Support mechanism.**

- Discussion on Scottish Government online Business Portal. AA to send out link and move forward from there.

All other actions complete to date.

3) Follow up from Tourism Summit.

- The next step is for AA along with Dr Roger Carter and Jill McNicol to produce a summary and paper by the end of the month, after collation of notes.
- A follow up afternoon session will be scheduled with those who attended the Summit. A set of questions will be sent in advance for views on whether an organisation is needed, what else can be done and how they would like the strategy implemented. Dr Roger Carter will be invited to this.
- A gap in the MES has been identified for Moray wide destination development. What would the purpose of a specific development organisation be and how would it be made up? Ideally, representation from a wide ranging spectrum within

4) Suggestions from Mike Duncan.

- MD raised the point that it is important to move forward quickly and to broaden the input. Suggestion of an open meeting, but this would prove difficult to have a focused discussion. Idea of a networking event also raised.
- MD outlined his idea of a 'visitor path' in terms of Moray being split into three – Elgin, the coast and Speyside. The proposal uses Forres, Elgin and Keith as gateways with own visitor's centres as the starting point for tours. These centres would provide information on all routes but focus more on the route for that area – eg Keith will have more focus on the whisky trail but also provide information on the other trails. The location of these centres will depend on parking available. This would be marketed as the recommended route for visitors and signage etc would follow this path. It also gives businesses etc a focus point for marketing and offers etc. The idea has a natural link with the Strategy and Malt Whisky Trail and could possibly be the basis for a destination development organisation to work from.

5) Combined meeting with Skills and Training Group.

- Meeting date TBC.

6) AOB.

- Communications – Summary from meeting AA and NG attended regarding the communications between groups within the Strategy. The idea of posting on LinkedIn and a dropbox facility welcomed.
- Idea raised of capitalising on Dufftown Harry Potter link.

7) Date of next meeting.

- Provisional date – afternoon of Friday the 1<sup>st</sup> of February – TBC.
- Provisional date for Summit follow up session – Thursday 14<sup>th</sup> of February – TBC.

**Moray Economic Strategy  
Tourism & Culture Group Meeting**

\*, \*

**ACTIONS FROM MEETING**

<b>Number</b>	<b>Who</b>	<b>Action</b>
1	GC	Meet with Mairi McIntosh re Projects 4 and 5, St Giles Church and High St Pavillion.
2	AA	Share link for Scottish Government's online Business Portal.