

**MEETING NOTE**

<b>ATTENDEES</b>	Mike Devenney (MD) – Moray College; Cllr Gary Coull (GC) – Moray Council; Andrew Anderson (AA) & Nicole Green (NG) – Highlands and Islands Enterprise; Anna McPherson (AM) – Creative Moray; Margery McLennan (MM) – Moray Chamber of Commerce; Tina McGeever (TM) – Out of The Darkness Theatre Company; Gill Neill (GN) – Elgin BID.
<b>APOLOGIES</b>	Gordon Paul (GP) – Wm Grant.

1) Review of previous meeting note.

- Accepted as written.

2) Feedback on actions from previous meeting.

- **Speak to Kim Paterson regarding sports project group – GC.**

Action carried forward.

The focus for this project is now definitely looking at the existing facilities and raising the quality of these on a distributed basis rather than one centre. There are currently four sports hubs in Elgin and there is hope to expand these which are fully funded by Sport Scotland.

- **Follow up on Grant Lodge with Elgin BID – MD.**

GN confirmed that despite any decision made on Grant Lodge the Castle to Cathedral to Cashmere project will continue as all other aspects of the project are in place. The CARS aspect of the project will run over 5 years and all funding and a project manager are in place for this.

- All other actions completed to date.

3) Visitor Orientation centre.

- St Giles Church has a new minister and he is keen to allow the Church to be used as a community resource, seven days a week. MM said that tourist information had been mentioned in conversation and this would be a constant feature within the Church will the remaining space would be flexible. Reni Milburn investigating funding for this. There is a possibility of extending the church and also repositioning of exits/new exits. This is currently being investigated. GN will keep the Group updated on this.

Visitor information points were a key part of Mike Duncan's Visitor Path proposal.

TM raised the point that it is a good idea to have these points in live cafes, shops, like Elgin BID are implementing.

Current Visit Scotland points are limited to displaying information on Visit Scotland registered facilities whereas Elgin BID's points are any of good quality in the local area.

Action taken by AA to talk to Alistair Campbell (Elgin Library) about who the responsibility of visitor information points belongs to.

There was also discussion around a tourist information app in conjunction with the website and moving further up in Google ratings. MM also pointed out that there are many obsolete websites providing information in search results. The Moray Chamber of Commerce (MCC) are looking into ways to remove these.

#### 4) Arts and Culture Strategy update.

- At the moment, it is planned to launch both the Tourism Strategy and Arts and Culture Strategy alongside the new MCC model with Tourism incorporated. October/November was decided to be a target for this. Launching these at the same time allows people to see how the new MCC model will be implemented.

Discussion on who the audience for this launch would be, the sector and a wider audience.

- The first consultancy exercise for MCC has been completed by Beverley Payne, with a new remit for consultancy going out next week.
- The need for communication between the Group and the sector was highlighted. MM, AA and Business Gateway will be meeting with Mairi McIntosh regarding tourism events. Invitation extended to GC.
- AM has been engaging with local stakeholders with the view to populating a steering group.
- AM and TM will be meeting with Kresanna Aigner and Karl Jay-Lewin regarding this. Action taken by AM to set a date for this meeting.
- TSI Moray are looking to support training in the sector.
- Discussion on forming a partnership in Moray for local creative practitioners like the South Arts Partnership.
- The Culture Café has a varied membership of organisations and individual practitioners. It also has representation from HIE and Moray Council. Could this be broadened further for the steering group?

TM raised the point that business needs to be represented on this group as the purpose of the Strategy is economic impact. This also encourages the two to work together and help outside perceptions of the sector.

#### 5) AOB.

- Elgin BID

It had been discussed at previous meetings that the Group were keen to involve Elgin BID. As a result of this GN was invited to this meeting.

GN gave an overview of Elgin BID's work at the moment. GN took over from Jacqui Taylor in January as BID Manager. The next ballot for continuation of Elgin BID will be next Autumn. Several companies have agreed to become Visitor Information Points,

displaying local leaflets and providing information and advice on the area. BID are also currently working in conjunction with the Grampian Police as part of a Retail and Crime Partnership. As well as monthly meetings, an online system has been created for sharing information on shoplifters and other aspects of retail crime, which is especially useful for small businesses. The system can be used to provide quick updates and solutions to potential problems. Customer service is also a priority of BID and they are keen to remain a part of the World Host project as it continues. Elgin High Street First strand of the Strategy is certainly a big part of the Tourism & Culture Group's work.

- World Host

If the decision is made to go forward with the World Host training for Moray, it is hoped this could be launched at the same time as the new format of MCC and the Tourism and Arts and Culture Strategies.

Action taken by AA and NG to set up a meeting for this.

A committee will be nominated from those who attend the initial meeting. The committee will look at funding and the practicalities of implementing the project. There is also the possibility of having a committee for each area. In the long term, this is something MCC could implement/monitor.

- Prioritisation document

This needs to be revisited. World Host should be added and the Arts and Culture Strategy. As projects are completed these should be moved down or perhaps into a 'completed' section at the end of the document. Visitor orientation centre should be moved up.

The projects in the Inward Investment and Business Growth Group's list which are to be passed to this Group are either completed or can be as part of the Arts and Culture/Tourism Strategies.

Action taken by AA and NG to have a new version of this document completed for the next meeting.

Should the reporting for projects be more focused on sectors?

- Communications

The tender has been issued for the Communications post.

- The Buckie Drifter

There was discussion around potential use of the Buckie Drifter.

Action taken by GC to find out the current status of the facility.

6) Date of next meeting.

- TBC – after World Host meeting, August.

**Moray Economic Strategy  
 Tourism and Culture Group Meeting  
 Thursday 20<sup>th</sup> of June 2013, HIE Moray (Forres)**

**ACTIONS FROM MEETING**

<b>ATTENDEES</b>	Mike Devenney (MD) – Moray College; Cllr Gary Coull (GC) – Moray Council; Andrew Anderson (AA) & Nicole Green (NG) – Highlands and Islands Enterprise; Anna McPherson (AM) – Creative Moray; Margery McLennan (MM) – Moray Chamber of Commerce; Tina McGeever (TM) – Out of The Darkness Theatre Company.
<b>APOLOGIES</b>	Gordon Paul (GP) – Wm Grant.

<b>AGENDA ITEM</b>	<b>DECISION</b>	<b>ACTION BY</b>
3	Talk to Alistair Campbell (Elgin Library) about who the responsibility of visitor information points belongs to.	AA
4	Set a date for meeting with Kresanna Aigner and Karl Jay-Lewin.	AM
5	Revisit priorities document and complete for next meeting.	AA; NG
5	Set up a meeting for continuation of World Host.	AA; NG
5	Find out current status of the Buckie Drifter	GC

Key:

<b>INITIALS</b>	<b>NAME OF PERSON</b>
AA	Andrew Anderson
AM	Anna McPherson
NG	Nicole Green
GC	Cllr Gary Coull