

**Moray Economic Strategy
Tourism and Culture Group Meeting
Friday 10th of May 2013, Moray College**

MEETING NOTE

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| ATTENDEES | 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; Laura Cruickshank (LC) – Moray Chamber of Commerce. |
| APOLOGIES | Gordon Paul (GP) – Wm Grant; Tina McGeever (TM) – Out of The Darkness Theatre Company. |

1) Review of previous meeting note.

- Accepted as written.

2) Feedback on actions from previous meeting.

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

- Carried forward.
- All other actions complete to date.
- Action 3 – regarding Sports Centre – GC has a list of people who attended the Summit, with over 100 names. The next stage would be to invite people to become members of the Project Group. This should include representation from the forces in the area, Sport Moray, Elgin City Football Club, Moray College, Moray Council, Moray Leisure Centre and the MES Development Group. The aim of the group would be to ensure the quality of the facilities in Moray is raised, but on a distributed basis.
- Action 6 – regarding Grant Lodge, MD will raise this with Elgin BID.

3) Tourism Strategy Update

- Beverly Payne has been appointed as a consultant looking into the scope of what can be incorporated into the Moray Chamber of Commerce Business Plan and then taking the Chamber through the business planning process. The new plan in the new format, with tourism incorporated looks to be completed in September.
- The Tourism Strategy will now be submitted to the MEP board for approval. The next meeting of the MEP board is the 4th of June.

4) Populating a Steering Group to Draft an Arts and Culture Strategy

- AM happy to take on the task of populating a working group.
- AM highlighted the need for a separate strategy for the Arts and Culture sector. To develop this strategy, representation is required from all areas of the sector. It was

also suggested that the Mareel Centre in Shetland could be used as a case study with regards to a creative hub in Moray.

- Although there are some people already interested in becoming members of the working group, it was suggested that this should be a more open invitation to represent all areas of the sector. Members to take the projects forward would then be selected from this initial response. This initial meeting would provide an analysis of Moray's performance in this area, ambitions of those in the sector and possible solutions as to achieving these ambitions. There should also be representation from the MES Development Group as the possibility of a creative hub or centre needs involvement from this group also.
- Thought also needs to be given to the infrastructure of the group after the Strategy has been developed, to maintain and implement.
- AA suggested the use of a Gold, Silver, Bronze rating for items within the Strategy.
- The possibility of having two separate groups, one for the Strategy and one for the potential options regarding a building was also discussed.

5) Moray Speyside logo

- Discussion on whether the use of this logo should be promoted within the MES. Its future uses may be something to be considered in the business planning process for the Moray Chamber of Commerce.

6) Prioritisation Sheets and Implementation Reports

- These were discussed and completed.

7) AOB.

- World Host – This meeting is provisionally booked for the morning of the 20th of June. This will be confirmed as soon as possible.

8) Date of next meeting.

- TBC – Before World Host meeting.

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ACTIONS FROM MEETING

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| AGENDA ITEM | DECISION | ACTION BY |
|--------------------|---|------------------|
| 2 | Sit on Elgin BID meeting. | AA |
| 2 | Ask for MES item on Elgin BID agenda. | MD |
| 2 | Email Gill Neill from Elgin BID regarding meeting notes. | NG |
| 4 | Send AM Creative Industries survey from Ian Livingstone. | AA |
| 4 | Send letter to potential members of Arts and Culture project group. | AM |
| 4 | Coordinate a date and time for initial meeting of potential Arts and Culture project group members. | AA; AM |
| 2 | Speak to Kim Paterson regarding sports project group. | GC |
| 2 | Follow up on Grant Lodge with Elgin BID. | MD |
| 3 | Ask Shelley Flett to place Tourism Strategy as an item on the MEP agenda. | NG |
| 7 | Confirm World Host meeting date. | NG |

Key:

| INITIALS | NAME OF PERSON |
|-----------------|-----------------------|
| AA | Andrew Anderson |
| MD | Mike Devenney |
| AM | Anna McPherson |
| GC | Cllr Gary Coull |
| NG | Nicole Green |