

**Moray Economic Strategy  
Tourism and Culture Group Meeting  
Wednesday 2<sup>nd</sup> of October 2013, HIE Moray Board Room**

**MEETING NOTE**

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

1) Review of previous meeting note.

Accepted as written.

2) Feedback on actions from previous meeting.

**Get update on Buckie Drifter expression of interest from Roddy Burns – GC – Action carried forward.**

**Discuss potential use of High Street flats as student accommodation with Jim Royan – MM; LC.** Two locations on the High Street have been looked at for conversion into private flats, this may help encourage others. Unsure of date for decisions to be made within Conservation Area Regeneration Scheme (CARS) project, but all applications have been submitted. Applications are considered on a property basis, not individual applicant.

All other actions complete to date.

3) Sports Strategy – KP.

KP – Sports Development Officer for Moray Council – gave an overview of her work on a new Sports and Health Strategy for Moray. This will follow on from the previous strategy which ended in 2012. The new strategy should be completed and published in early 2014. This strategy will be short and concise, containing a series of action plans and will follow the Sport Scotland Planning Model, comparing what Moray has and needs with other areas. It will be useful to have this information for the Tourism Summit which is to be held in March.

Currently, a review of the provision of sustainable leisure facilities is being undertaken. The review will include a community consultation and look at the needs of the area as well as what is currently being provided. This could provide the requirements of what should be included within a regional centre.

The strategy will be aligned with other national strategies for sport and combine ambitions of national governing bodies.

Overall, there is a need to maximise use of existing facilities in the area as well as the sports available within Moray's natural environment, eg fishing, mountain biking, walking etc. Opportunities in golf are planned to be maximised for the Ryder cup next year. Walk,

Jog, Run Moray are also capitalising on the Commonwealth Games through their Moray Way Relay, which may become annual.

KP is also undertaking a mapping exercise of local groups and clubs which will help inform the strategy.

The need for joined up thinking was emphasised with regards to a diary of events, not just within sport but all events, to potentially extend visits and also to raise awareness with local people. A sporting calendar of events is something that KP is looking to develop with funding from the Celebrate fund. This could then be combined with others.

Gordonstoun and Ministry of Defence facilities have not been included in the Sport Scotland review but the question was raised as to whether they should be. These are great facilities with accommodation on site.

The idea of a virtual sports facility co-ordinating existing facilities was suggested and agreed that this seems to be the best way forward.

#### 4) Progress report on development of Strategy for Arts and Culture Development – AA.

The consultants, Sam Eccles and Adrian Lear, are in an intense consultation period. This was launched at Culture Day on the 21<sup>st</sup> of September. Culture Day was a very successful event, with an estimated 5,500 people in attendance. Over 80 groups performed at Culture Day, including TM's Out of the Darkness Theatre Group. Postcards were handed out to those in attendance over the day. There is also the We Make Moray website ([www.wemakemoray.com](http://www.wemakemoray.com)), which is being used to raise awareness and includes an ideas bank for suggestions.

Three community consultation sessions will be held from the 6<sup>th</sup> to the 9<sup>th</sup> of November, with a final event held in Horizon Scotland on the 22<sup>nd</sup> of November. Currently, the consultants are looking for venues for these and hope to co-host with other groups in the area. Glenfiddich Distillery was suggested as a potential venue. Alistair Farquhar from North East Arts Touring (NEAT) was also identified as a contact for this. Members of the Tourism and Culture Group are encouraged to attend these sessions and any suggestions for venues or contacts to be directed to the consultants.

#### 5) Progress report on World Host – AA.

AA and Frances Webster, Skills Development Scotland (SDS), are looking into a potential graduate placement for business engagement, to be shared between the Tourism and Culture and Skills and Training Groups.

Areas have been defined by Area School Group (ASG). Business Gateway and Cameron Taylor (FACT) have provided information on the number of businesses in the Moray area. Information on Elgin to be provided by Elgin BID and Tomintoul and Glenlivet area to be checked by Lindsay Robertson (Tomintoul & Glenlivet Development Trust). At the moment, we are looking at 640 businesses. Using an average of six employees, instead of nine, this results in approximately 4000 employees. 25% of businesses will be required to train 50% of staff to achieve the destination status. Using these current figures, 500 employees will require training, which looks very achievable. Cameron Taylor and GN have verbally confirmed to take forward the Forres and Elgin areas. Bernard Anakin from the Lossiemouth Business Association is very keen to be involved.

Train the Trainer training being held in November to increase number of trainers available for the project. There was discussion at the last World Host group meeting that there could be a potential partnership with Moray College, however there were flexibility concerns. The other option is to act as a delivery arm with self employed trainers as used in Orkney.

We are being included as one of the ten pilot areas which funding has been applied for by People 1<sup>st</sup>, results of which should be available soon. Other funding could come from SDS Individual Learning Accounts to help subsidise the fees to businesses. Funding arrangements will need to be confirmed before press release issued.

6) Feedback from Visit Scotland / Local Authorities seminar – AA.

Riddell Graham, Director of Partnerships from Visit Scotland in attendance, stated that tourism contributes £11 billion to the economy, £7 billion from day trips and £4 billion from over night stays. They are currently looking at their growth fund which is closed at the moment, but looking to reopen more closely aligned to LEADER.

Vicki Miller, Head of Marketing at Visit Scotland stated that 64% of bookings are now made online, emphasising the need for a strong online presence and free wifi on premises. The Visit Scotland website does include an availability checker. You do not have to be Visit Scotland registered to include your business in this feature.

Stirling presented their Visitor Strategy, which is event based, including 170 events but focused in on several key events.

There was a lot of interest in World Host shown by many areas. Glasgow are encouraging taxi drivers to take part in the training by including it in their license requirements.

A standard minimum data set is being developed for website entries.

It was noted that there is a great decline in demand for physical visitor information centres, with the internet becoming the most important channel for information.

7) AOB.

8) Date of next meeting.

Date	Time	Venue
Friday, 6 <sup>th</sup> of December -TBC	TBC	HIE Moray, Board Room

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**ACTIONS FROM MEETING**

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<b>AGENDA ITEM</b>	<b>DECISION</b>	<b>ACTION BY</b>
2	Get update on Buckie Drifter expression of interest from Roddy Burns.	GC
4	Discuss suggestion of Glenfiddich Distillery as potential consultation venue with consultants and GP.	TM; AA
4	Circulate NEAT contact details to TM.	NG

Key:

<b>INITIALS</b>	<b>NAME OF PERSON</b>
GC	Cllr Gary Coull
GP	Gordon Paul
TM	Tina McGeever
AA	Andrew Anderson
NG	Nicole Green