

**Moray Economic Strategy
Tourism and Culture Group Meeting
Thursday 7th of August 2014, 10.30 am
Board Room, HIE Moray, Forres**

MEETING NOTE

ATTENDEES	Margery McLennan (MM) & Cameron Taylor (CT) – Moray Chamber of Commerce; Andrew Anderson (AA) & Nicole Green (NG) – Highlands and Islands Enterprise; Cllr Gary Coull (GC), Gordon Sutherland (GS) & Kim Paterson (KP) – Moray Council; Tina McGeever (TM) – Out of the Darkness Theatre Company; Sam Dowdall (SD) – Christies of Fochabers; Gill Neill (GN) – Elgin BID; Dawn McNiven (DM) - dmdotpr/Strategic Communications; Jenni Steele (JS) – Visit Scotland.
APOLOGIES	No apologies received.

1) Review of previous meeting note.

Accepted as written.

Alistair Gronbach, Head of Marketing at Walkers Shortbread Ltd, was invited to join the group. Unfortunately, he has been unable to accept this invitation at this time.

2) Feedback on actions from previous meeting.

3 - Discuss Creative Scotland's Place Programme with Highland and Aberdeenshire Councils, what are requirements from Local Authority? – AA

4 - Discuss Creative Scotland's Place Programme with Karen Dick, Creative Scotland, what are requirements from Local Authority? – TM

The Creative Place Programme is now closed.

6 - Put information on Sustainable Sport for Communities Fund out through Moray Chamber of Commerce website and pass on to Graham Tatters, Elgin City Football Club – MM

Action carried forward.

All other actions completed to date.

3) Macbeth Film Project 2015 – Jenni Steele (Visit Scotland, Film and Creative Industries Manager)

JS began with an overview of her role with Visit Scotland, where she is involved with film and cultural projects, using movie partnerships to promote tourism within Scotland.

'Macbeth' is being produced by See-Saw Productions and due for release at the end of this year/beginning of next. The film stars Michael Fassbender as Macbeth and is based on the play by William Shakespeare.

This provides an opportunity for the story of the real Macbeth to be promoted around the area. JS gave an overview of the types of events/activities which this could include, examples being banquets, fashion events/projects, competitions, package 'Experience' offers, commemorative labels and signature products. Other types of PR material could include leaflets, maps and calendars of events. Use of social media and adding a 'Macbeth' page to websites could also help

promotion. Opportunities could also be explored with the musicians involved in the production, tour operators, other release countries, schools and the distribution company. JS to open up discussion with the distribution company and liaise with CT and TM.

There will also be opportunity for promotion around the DVD release around four months after the film release.

The importance of identifying key partners for this was emphasised.

4) Spaceport Proposition for Moray

The MEP will be taking the proposition forward for the area, led by the Inward Investment and Business Growth group. The Partnership will be consulted on with regards to the locational criteria, closing date for which is the 8th of October. A working group will be pulled together from all strands of the group. GS to circulate the consultation link to all.

5) Review of Sport, Leisure and Recreation Provision – KP

The Steering Group identified proposals from the results of the report and took these to the Area Based Review Group. There has been a very positive outcome with a focus on generating income moving forward. All facilities will undergo a review of hours, timetables and prices over the next 12 months. A report on this will then go back to the committee. Part of this review will include a consultation to staff and the community, which will also be available online.

6) Culture Strategy Action Plan – AA

The Action Plan was circulated and the group confirmed they were happy to submit this to the MEP for approval.

“We Make Moray” has been perceived to be too close to “Make it Moray” which is used in HIE’s Inward Investment proposition materials.

Launch event – to follow format of Tourism Strategy Launch. To be held in the Alexander Graham Bell Centre if available. Possible keynote speaker – Janet Archer, CEO, Creative Scotland. Date – TBC – now looking at end of November.

7) Laich of Moray Update – CT

CT has written a proposition for the project, which builds on Jim Royan’s vision and aims to formulate an approach towards a long term aim of seeking the designation by UNESCO as a World Heritage cultural landscape. An initial meeting of stakeholders was held at Gordonstoun on the 30th of April. Now the group are looking to draft a development plan turning this into a formal project. Academic authentication also in progress.

8) MoraySpeyside.com Update – CT

www.morayspeyside.com has been launched which will be the principle source of tourism information for the area moving forward. The structure of the site mirrors the format of the Tourism Strategy. Businesses can register for free to list their details and event information. To date reaction to the website and branding has been very positive. CT will now be looking at developing a digital media strategy with Natalie Bradley, Moray Chamber of Commerce.

All encouraged to use the Moray Speyside logo in brochures and promotional materials.

9) World Host Update – AA/GN

People1st's funding bid to the Scottish Government has been approved. Flexible Training Opportunities (FTOs), from Skills Development Scotland, now open for application. A local security company are looking to put 20 of their staff through the training. Historic Scotland are also looking to have six of their employees trained.

AA and GN attending workshop in Inverness hosted by People1st for the pilot areas on the 4th and 5th of September. A workshop will also be held for all trainers in the area.

10) Forestry Commission – AA

AA to invite Calum Murray from the Forestry Commission to join the group.

11) AOB.

None.

12) Date of next meeting.

TBC – Doodle poll to be circulated for week commencing 1st of December.

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ACTIONS FROM MEETING

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APOLOGIES	No apologies received.

ACTION NUMBER	AGENDA ITEM	DECISION	ACTION BY
1	2	Put information on Sustainable Sport for Communities Fund out through Moray Chamber of Commerce website and pass on to Graham Tatters, Elgin City Football Club.	MM
2	3	Open up discussion with the distribution company regarding a potential partnership and liaise with CT & TM.	JS
3	4	Circulate the consultation link to all.	GS
4	10	Invite Calum Murray from the Forestry Commission to join the group.	AA