

**Moray Economic Strategy  
Tourism and Culture Group Meeting  
Tuesday 2<sup>nd</sup> of December 2014, 2.30 pm  
Board Room, HIE Moray, Forres**

**MEETING NOTE**

<b>ATTENDEES</b>	Margery McLennan (MM) & Cameron Taylor (CT) – Moray Chamber of Commerce; Andrew Anderson (AA) & Nicole Green (NG) – Highlands & Islands Enterprise; Tina McGeever (TM) – Out of the Darkness Theatre Company; Anna Templeton (AT) – Moray College UHI.
<b>APOLOGIES</b>	Cllr Gary Coull (GC) & Kim Paterson (KP) – Moray Council; Gill Neill (GN) – Elgin BID.

1) Review of Previous Meeting Note – 07.08.14

Accepted as written.

2) Feedback on Actions from Previous Meeting

<b>ACTION NUMBER</b>	<b>AGENDA ITEM</b>	<b>DECISION</b>	<b>ACTION BY</b>
4	10	Invite Calum Murray from the Forestry Commission to join the group.	AA

CT is in ongoing contact with the Forestry Commission who will attend as and when necessary on a project specific basis.

All other actions completed to date.

3) Culture Strategy

Final draft will be taken to the Moray Economic Partnership (MEP) meeting, on the 11<sup>th</sup> of December, for approval.

Moving forward, the steering group will manage the implementation of the strategy, reporting to the MEP. Additional representation should be invited openly, so that a balance of skills and geographical locations is achieved (in particular visual arts, digital, heritage and crafts.)

The group agreed they were happy with this arrangement.

The launch event is likely to be held in the Alexander Graham Bell Centre for Digital Health, depending on availability, as part of the Culture Café Exchange event, date TBC – (26<sup>th</sup>/27<sup>th</sup> of February 2015). Janet Archer, Chief Executive of Creative Scotland, is to be invited as a keynote speaker.

4) Update on Tourism – CT

Reports of a good and longer season, after a slow start, with more overseas visitors than in recent years.

Event calendar growing, with Piping Hot Forres hosting the European Pipe Band Championships again in 2015 and Seafest 2015. Event organisers will soon be approached for input.

Support was given to Moray Business Week (10<sup>th</sup> to 14<sup>th</sup> of November) with CT facilitating a workshop looking at the pursuit of the perfect visitors. Those in attendance have now formed, what will be known as, the Tourism Council who will meet again in the near future.

Banffshire Coast Tourism Partnership will be collaborating with Moray and Fraserburgh to promote two themes – cycling as an activity and activities on the coast. Funding to be match and spent by the end of March 2015.

Next year a workshop will be jointly hosted by Moray Speyside Tourism and the Scottish Golf Union to bring together all the golf clubs and courses in the area to see how they can work together.

An application for the Visit Scotland Growth Fund is currently being written for next year's marketing activities which will evolve into a multi-year programme. This will be developed in conjunction with Forres Area Community Trust's bid for Tourism support.

Moray Speyside Tourism in partnership with Johnstons of Elgin and the Craigellachie Hotel will represent the area at the Visit Scotland Expo 2015.

Macbeth 2015 movie release dates still unknown but likely to be staggered. Jenni Steele (Visit Scotland) has discussed a potential partnership with the distribution company who have expressed an interest in working with the group.

Findhorn Bay Arts Festival attracted over 7,000 visitors over the five days. The next will take place in two years' time.

The MEP Communications team have developed a Moray Advent Calendar (<http://www.morayspeyside.com/advent/adventEmail.html>) showcasing what Moray contributes to the season.

#### 5) Spaceport Proposition

Four of the identified sites are within the HIE area, all of which are fully supported by the organisation. HIE team are meeting with Scottish Enterprise and Scottish Government today to discuss the Scottish sites. Colin Baldwin, UK Space Gateway Programme Manager, UK Space Agency, visited the area last week. Selection criteria should be made available later this month or January 2015 then selected sites will be invited to bid. Bids must come from the land owner of the site.

#### 6) World Host Update

Training calendar now available on Facebook page (<https://www.facebook.com/MoraySpeysideWorldHost>). A process has been formed with Dawn McNiven, dmdotpr/Strategic Communications, with regards to press releases and marketing. Dates for training have been finalised and are available on the page.

Next Monday, 8<sup>th</sup> of December, there will be a Celebration Event held at Achnagairn House, Inverness. The event will focus on celebrating how the World Host programme has helped businesses develop their staff to date. Fergus Ewing MSP will deliver a keynote speech along with presentations from businesses who have used the training. A Destination website will be launched at the event, which will feature information on the project and also regional pages where training can be booked and enquiries made. (<http://scotland.worldhost.co.uk/regions/moray-speyside>)

£4,000 has been awarded to the Management Group for promotion of the training. A process and governance structure for the grant needs to be developed. Each course can also be subsidised by £40 by People1st.

## 7) AOB

AT – E-Hospitality project, which online learning and gaming technology to deliver elements of entry level hospitality courses, has now been completed and the final product is ready to launch.

2015 Game Jam broadened out to include board games. The winner will again receive mentoring with Hunted Cow Studios.

TM – Out of the Darkness Theatre Company were runners up to The Golden Garden Project and have received a bonus award for the runners up with the most votes cast. My Rural, My Space will explore the rural identity across Moray through community workshops involving actors, musicians, visual artists, storytellers, filmmakers and much, much more. The project will address and challenge issues of rural isolation, social exclusion and deprivation.

CT – Moray Speyside was represented at a meeting of the Scottish Tourism Alliance and various destination development organisations.

## 8) Date of Next Meeting

TBC – Mid January 2015.