

**Moray Economic Strategy  
Tourism and Culture Group Meeting  
Wednesday 14<sup>th</sup> of January 2015, 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; Cllr Gary Coull (GC), Kim Paterson (KP) & David Duncan (DD) – Moray Council; Tina McGeever (TM) – Out of the Darkness Theatre Company; Anna Templeton (AT) – Moray College UHI; Gill Neill (GN) – Elgin BID.
<b>APOLOGIES</b>	None.

1) Review of Previous Meeting Note

Accepted as written.

The Culture Strategy was successfully endorsed by the Moray Economic Partnership (MEP). Changes which have been made since endorsement include the addition of an equalities statement, reference to the Creative Scotland strategies and a change of pictures from two landscapes shots to more sector focused pictures. It will be formally launched on the evening of the 26<sup>th</sup> of March. Janet Archer, CEO of Creative Scotland, will be giving a keynote speech. Chairperson for the event is to be confirmed. Invited guests will be in attendance. The event will be held in the Alexander Graham Bell Centre (AGBC). This will be followed by the Culture Café Exchange, an all-day event on the 27<sup>th</sup> of March, also held in the AGBC. Bodysurf Scotland will be hosting the event with registered guests and Janet Archer also in attendance. A participant fee of £15-£20 will be charged.

MEP 'Moray Christmas' Advent Calendar – Start thinking of possibilities for this year's calendar (if confirmed to go ahead) as soon as possible.

A95 Meeting – A meeting was held in Rothes, where the appointed consultants presented to 22 concerned representatives. DD to speak to Stephen Cooper, Moray Council, regarding this.

2) Feedback on Actions from Previous Meeting

All actions completed to date.

3) Discussion on the Charrette Focussed on the Future Vision for Lossie Green, Cooper Park & Their Relationship With Other Parts of the City Centre & the Impact for Tourism and Culture

DD gave an overview of the aims and format of the Charette and prior workshops. This Charette is being held as a follow-up to the mini-Charrette which took place last year. It has been part funded by the Scottish Government and has a wider scope. Moray Council are leading on this for the MEP. Consultants have been commissioned for the project and be more community animated in their approach with schools and potentially Moray College UHI being approached. The inception meeting was held before Christmas and key dates confirmed. On Monday the 26<sup>th</sup> of January the initial workshops will be held – one on Cooper Park and one around the Cultural vision for Moray. 70 key people have been invited, on behalf of the MEP, to participate including all councillors.

This Charette will have more of a press focus with articles being placed in the Northern Scot and Press & Journal and John Cowe being interviewed on the subject by Moray Firth Radio.

The full public Charrette will be held in the first week of March with a full report being received at the end of March. A full masterplan should be prepared in the summer.

Lossie Green includes Grant Lodge and the Town Hall.

#### 4) ScotRail Franchise & Tourism

Abellio have been awarded the contract for the ScotRail franchise. MM to follow up on proposed reduced ticketing fare from Aberdeen to Inverness. Reductions at Elgin, Keith & Forres will be discussed. A Tourism Manager will be appointed in due course, with whom CT will meet.

#### 5) Sport, Leisure and Recreation Provision in Moray Review

KP gave an update on the review. Councillors agreed not to close any facilities in the area. Identified from the review was a need for simplified admissions. KP visited Highlife Highland and an admission membership card has been developed using this model. The membership will allow admission to any of the Moray Council facilities. This does not include Moray Leisure Centre. The monthly cost for an individual is £19 and to families - £27. This includes swimming lessons. At the end of the trial year, KP will report back to the councillors. Further strands of membership may be developed if the scheme is to continue. KP to send information on the scheme to NG and a paragraph of around 400 words for display on the MoraySpeyside website.

Extended opening hours are also being trialled for six months in Lossiemouth and Keith.

#### 6) AOB

##### *Update on Tourism – CT*

World Host – Rollout of the main programme has begun, to a slow start due to low awareness. A new timetable of courses has been developed. This will see the courses being held in a 'World Host fortnight' to be held in April and potentially another in September. There will be a push on marketing in the run up to the fortnight. Trainers will also be presenting to various groups in the area on the benefits of the training. A grant was awarded to the steering group of £4,000 for promotional activity. It needs to be decided who the authorising figure/s are and a definition of 'promotional activity' developed. All invoices are to be sent to MM with an authorising signature. A handling fee of 10% was proposed to be awarded to the Moray Chamber of Commerce. NG to email World Host Management Group regarding this matter.

Visit Scotland Growth Fund Application – CT & MM are working on this application which is for £40,000 towards marketing activities within an evolving multi-year programme of activity. The programme will be aligned to the themed years of Visit Scotland. CT to circulate the marketing framework. A draft was sent to Visit Scotland before Christmas with a view to submitting the final application in February. This has now been deferred until May.

Visit Scotland Expo 2015 – Moray Speyside will be represented at the event in April, held in Aberdeen, with partners Johnstons of Elgin and the Craigellachie Hotel. A reception will be held on the first night for Moray businesses.

Banffshire Coast Tourism Partnership – Themes have been identified for collaboration with Moray Speyside, cycling and family coastal activities (from Lossiemouth to Fraserburgh).

A workshop with 20 industry colleagues was held in November last year. This is to be repeated in February with 25 colleagues.

Visit Scotland have appointed a new Marketing Director with whom CT is meeting next week.

A Tourism Summit is being planned for the Spring, following on from last year's event. Visit Scotland will be providing practical assistance. The event will be held in the AGBC (tbc) and look at what has happened in the past year.

Moray Chamber of Commerce are now recruiting for a new Social Media Assistant.

Trip Advisor named Moray as the home of the best holiday rentals in the UK.

### *Gamejam – AT*

There will be a press release on the Gamejam this month. The event looks to host 40 digital games and 20-30 board games. Andrew Mulholland (Hunted Cow Studios) has agreed to mentor the winner of the digital game category and his business partner has agreed to mentor the winner of the board game category.

Out of the Darkness Theatre Company have begun work on their My Rural, My Space project. Connections have also been made with Elgin Youth Café and neighbouring businesses.

### 7) Date of Next Meeting

TBC – Weeks commencing – 2<sup>nd</sup> and 9<sup>th</sup> of March

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**ACTIONS FROM MEETING**

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<b>APOLOGIES</b>	None.

<b>ACTION NUMBER</b>	<b>AGENDA ITEM</b>	<b>DECISION</b>	<b>ACTION BY</b>
1	1	Speak to Stephen Cooper, Moray Council, regarding the A95 project.	DD
2	5	Send information on the 'Fit Life?' scheme to NG and a paragraph of around 400 words for display on the MoraySpeyside website.	KP
3	6	Email World Host Management Group regarding governance procedures for World Host promotional activity grant.	NG
4	6	Circulate Tourism marketing framework.	CT