

**Moray Economic Strategy  
Tourism and Culture Group meeting  
Wednesday 22<sup>nd</sup> July 2015, 2.30pm  
Board Room, Highlands and Islands Enterprise (HIE), Moray Area Office, Forres**

**Meeting note**

<b>Attendees</b>	Andrew Anderson (AA) and Nicole Green (NG) – HIE; Cameron Taylor (CT) – Moray Speyside; Gill Neill (GN) – Elgin BID; Kim Paterson (KP) – Moray Council; Tina McGeever (TM) – Out of the Darkness Theatre Company
<b>Apologies</b>	Anna Templeton (AT) – Moray College UHI; Esme Saville (ES) and Margery McLennan (MM) – Moray Chamber of Commerce

1) Review of previous meeting note

Accepted as written. No further progress with People1st issues however David Allen will be attending the next World Host Management Group meeting.

2) Feedback on actions from previous meeting

All actions completed to date.

3) World Host update - Andrew Anderson (AA), HIE

Interest in the courses is still low although there will be two evening courses at Christies of Fochabers in August.

Maria Darrow-Bland has been employed as a summer placement to engage with businesses and promote the courses. Priority areas at the moment are Forres and Elgin where there is most interest.

There will be a World Host awareness session as part of Moray Business Week in November. David Allen has been confirmed to speak at the event. Details of the session have not been confirmed to date.

Also part of Moray Business Week will be a Keith pilot course. Dave Stewart, Highlands Retail Academy, will be leading on discussions around this with Jane McPherson from Boogie Woogie.

TM informed the group that some of the materials provided by People1st have been updated. AA/NG to discuss with People1st to ensure the trainers have the correct materials in time for training. NG to send TM date of next meeting.

4) Tourism activity update – Cameron Taylor (CT), Moray Chamber of Commerce

The Moray Speyside Tourism website is being redesigned to reflect the themes within the marketing plan and to target a younger demographic. It has been noted that the website has been most popular with young adults particularly around activities.

The Chamber have hosted an intern who has been sharing her time evenly between Tourism and Chamber activity.

Next year Moray Speyside Tourism will again attend the Visit Scotland Expo, this time with six stands to share with five partners.

Macbeth the movie will be premiered in Edinburgh this year. A working group has been established to work on promotional activities. Visit Scotland are keen to create a Macbeth trail

which would feature 'real' Macbeth locations, Shakespearean locations and movie locations. There will be great opportunities to promote the area in food and drink with talks of a banquet themed event in London. Editorials will feature in Scottish Field magazine in September and Scots magazine in October. CT is also working on a documentary with Flying Mirrors on the story of the real Macbeth.

5) AOB

Fit Life (KP) – Membership numbers are continuing to do well with over 1,000 family memberships and around 711 single memberships. Admissions and usage are increasing and the extended hours which were trialled in Lossiemouth and Keith were a great success. It will be requested that these extended hours continue on through the winter months where people are generally looking to do more indoor activities.

Seafest (KP) – In collaboration with the Lossiemouth Community Trust the Community Sports Hub Officer for Lossiemouth arranged sporting events on the beachfront. These proved very popular and many repeat sessions have been requested.

Food and Drink Festival (GN) – The event will be held in Elgin town centre 22<sup>nd</sup> August. GN invited members of the group to get in touch if they would like to input to the event.

Arts and Culture Stakeholder Group (AA) – Following the success of Forres regarding the Creative Place award, HIE have been in discussions with Creative Scotland as to how this can be built on. A project outline for a Place Partnership application will be developed.

Voluntary participation in MES groups (AA) – Fabio Villani, TSI Moray, is leading on a paper looking at how travel and subsistence could be reimbursed for those involved in the groups on a voluntary basis.

6) Date of next meeting

Tbc – Doodle to be circulated for week commencing 31<sup>st</sup> August.

AA to provide an overview of the Creative Futures Partnership at this meeting.

**Actions from meeting**

Action number	Agenda item	Decision	Action by
1	3	Discuss with People1st new training materials to ensure the trainers have the correct materials in time for training.	AA/NG
2	3	Send TM date of next World Host Management Group meeting.	NG