

**Moray Economic Strategy  
Tourism and Culture Group meeting  
Tuesday 1<sup>st</sup> September 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) – Highlands and Islands Enterprise; Cameron Taylor (CT) and Esme Saville (ES) – Moray Speyside Tourism; Margery McLennan (MM) – Moray Chamber of Commerce; Cllr Gary Coull (GC) – Moray Council; Garry Rendall (GR) – Moray College UHI; Gill Neill (GN) – Elgin BID
<b>Apologies</b>	Anna Templeton (AT) – Moray College UHI; Kim Paterson (KP) – Moray Council; Tina McGeever (TM) – Out of the Darkness Theatre Company

1) Review of previous meeting note – 22.07.15

Accepted as written.

Seafest sports hub activities were very well attended and definitely something which would be good to repeat in future. The event was covered well by the Northern Scot.

Elgin BID's Food and Drink Festival on 22<sup>nd</sup> August also went very well and has received good feedback.

Discussions are ongoing between Creative Scotland and the Arts and Culture Stakeholder Group regarding the potential of a Place Partnership application. AA raising this at the next Community Planning Officers' Group to discuss the possibility of using the Community Planning Partnership to match fund the £200k which would be awarded by Creative Scotland upon successful application. AA to arrange a meeting with Caroline Doherty (Creative Scotland), the Tourism and Culture Group and any other relevant parties to discuss what Creative Scotland's vision for the project would be.

2) Feedback on actions from previous meeting

All actions completed to date.

3) Update on World Host – AA

A session on World Host will feature as part of Moray Business Week. Existing recognised businesses will present on the benefits World Host has made to their businesses. There will also be mini World Host sessions within small workshops to provide a taster of what the courses entail.

It has been agreed with People1st that the target business data can be refined.

Cairngorm National Park Authority have decided not to go ahead with the project at this time.

4) Macbeth update – CT

The movie is premiering in Edinburgh at the end of September and in cinemas early October. A press visit to Moray will be held 18<sup>th</sup> September. Visit Scotland will be developing a landing page which will link to the Moray Speyside website. A digital and print trail will be designed featuring 'real' Macbeth locations, Shakespearean locations and movie locations. Costumes from the movie will be displayed throughout the area. 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) Film Tourism – ES

ES and Gordon Sutherland and Mairi McIntosh of Moray Council have been in discussions regarding promoting Moray as a film tourism destination. A marketing strategy for the proposal has been developed and they are now looking to set up a reference group by the end of October.

#### 6) Update on other Tourism activity – CT

The redesigned Moray Speyside website is now live.

Videos to be developed on each marketing theme.

Cycle Moray Speyside – A digital guide is in development and print copy will be available in the future. Looking to identify cycling ambassadors.

Visit Scotland Expo 2016 – Discussion around attendance. A stand is priced at around £2,500. It was proposed that one stand could have 6 smaller stands within making the costs to attend smaller. AA to find out if a trade fair voucher still exists within HIE. ES to send information pack to AA, GN and GC.

Moray Speyside Tourism will also be attending the Highland Military Tattoo.

The Buke of the Howlat – A new edition is being produced by the Scot's Text Society. A children's book based on the story is to be produced and illustrated by a Moray artist. The next Findhorn Bay Arts Festival will feature a performance of this at Brodie Castle which may then tour to other festivals.

#### 7) AOB

MM passed on a message she received from Bill Austin at Moray Arts Centre. Three directors will be stepping down shortly and suggestions for replacements welcomed. Bill is preferably looking for one with HR experience or any with commercial background.

MM circulated an overview of Glasgow School of Art's Red Squirrel project. Any suggestions of businesses who may be interested to be passed to Nigel Scott.

#### 8) Date of next meeting

For agenda – Creative Place funding (Creative Scotland)

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**Actions from meeting**

<b>Attendees</b>	Andrew Anderson (AA) and Nicole Green (NG) – Highlands and Islands Enterprise; Cameron Taylor (CT) and Esme Saville (ES) – Moray Speyside Tourism; Margery McLennan (MM) – Moray Chamber of Commerce; Cllr Gary Coull (GC) – Moray Council; Garry Rendall (GR) – Moray College UHI; Gill Neill (GN) – Elgin BID
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<b>Action number</b>	<b>Agenda item</b>	<b>Decision</b>	<b>Action by</b>
1	1	Arrange a meeting with Caroline Doherty (Creative Scotland), the Tourism and Culture Group and any other relevant parties to discuss what Creative Scotland's vision for the Place Partnership project would be.	AA
2	6	Find out if a trade fair voucher still exists within HIE.	AA
3	6	Send information pack on Visit Scotland Expo to AA, GN and GC.	ES