

**Moray Economic Strategy
Tourism and Culture Group Meeting**

Tuesday 20th October 2015, 2.30pm

Board Room, Highlands and Islands Enterprise (HIE), Moray Area Office, Forres

Meeting Note

Chair	Margery McLennan (MM) – Moray Chamber of Commerce
Attendees	Gill Neil (GN) and Gemma (work experience student) – Elgin BID; Garry Rendall (GR) – Moray College UHI; Scott Armstrong (SA) – Visit Scotland; Esme Saville (ES), Cameron Taylor (CT) – Moray Speyside Tourism (MST); Reni Milburn (RM) – Moray Council; Andrew Anderson (AA) - HIE
Apologies	Nicole Green (NG) – HIE; Anna Templeton (AT) – Moray College UHI; Cllr Gary Coull (GC) and Kim Paterson (KP) – Moray Council; Tina McGeever (TM) – Out of the Darkness Theatre Company

1) Review of Previous Meeting Note – 01.09.15

Accepted as written.

2) Feedback on Actions From Previous Meeting

All actions completed.

AA reported that HIE no longer has grants for attendance at trade fairs, although account managed businesses may be assisted.

3) Update on Place Partnership with Creative Scotland – AA

AA reported that a constructive meeting had been held with Caroline Docherty and Philip Deverell from Creative Scotland (CS). The meeting was attended by representatives from HIE, Moray Council, tsiMORAY and the Cultural Strategy stakeholders group. Moray will be invited to apply for Place Partnership funding of £100,000 to £150,000, subject to match funding mainly in cash although some can be in kind. Next steps are to provide CS with a 1500 word proposal for Moray's Place Partnership, identify lead partner (Local Authority preferred by CS) and confirm funding. HIE is very supportive of the Place Partnership and will consider providing up to 50% of match funding required. AA to speak to all CP members regarding the opportunity and potential match funding.

4) Update on Tourism Activity – CT and ES

ES reported that MST now has over 1000 friends on Facebook. The number increased substantially following the publicity around the Macbeth premiere and the Real Macbeth connection.

CT reported on progress with the Cycle Guide, the VS Cycle Welcome Scheme, Forres area's work on adventure and activity groups, Growth Fund activity for Autumn and Spring, the MST newsletter and the business and community awards scheme.

MST hopes to participate in a Digital Tourism Programme being promoted by HIE and Scottish Enterprise.

The Moray Tourism Summit is to be held on 24th March in AGBC, SA suggested that it should have the theme of History, Heritage and Archaeology which will tie in well with VS theme for 2017.

AA reported that there has been a delay in commissioning the STEAM tourism monitor for 2015 by HIE. SA agreed that although there are concerns about the robustness of the figures the trend reports are of value, and the VS is using STEAM too as there is no alternative available. Meeting agreed that these reports are of value. AA to report on progress at next meeting.

Visit Scotland Expo 2016. MST has booked 6 stands, double the area of the 2015 display. Occupants being finalised, but there is strong interest. RM said that she would be keen to have Castle Cathedral Cashmere material on the stand, and that Heritage Connections should be interested. GN will ask Elgin BID board if it can be represented. A map of Scotland is required for the stand as many visitors to the 2015 exhibition were not aware of where Moray is.

Macbeth. 16 people from Moray Speyside attended the premiere of Macbeth in Edinburgh. The movie is now number 7 in the box office sales list. The partnership with Studio Canal and VS has been very successful, and a trail guide has been distributed all over Scotland by VS. Massive publicity was achieved for Moray as a result of the Real Macbeth connection, and the costumes from the film being on display in Moray. Platform PR has been asked to provide an evaluation of the media coverage obtained – the Advertising Value Equivalent - by MM. The online competition in the Daily Telegraph is expected to generate an amazing 30,000 entries and names and addresses will be collected from those who agreed on the entry form. RM suggested that all the Real Macbeth work be pulled together to help build the Forres Regeneration Scheme currently in development.

5) Update on World Host – AA/CT

AA reported that a substantial reduction in the number of businesses required to achieve Destination Status agreed with People 1st will help greatly. GN reported that Elgin now requires fewer than 10 more businesses to receive training to become a WorldHost Destination.

There will be a section of Moray Business Week on 4th November promoting WorldHost. NG to send revised business list to MM.

RM suggested presentation to Moray Towns Partnership.

6) AOB

RM updated the meeting on discussions about VIC provisions, stressing that information provision should be a shared responsibility. A strategy and action plan is being developed by CT, AA and SA. SA explained that no VIC operates without subsidy, and other models have to be considered such as combinations of community volunteers, digital information points and business partnerships.

RM informed the meeting about the Heritage Connections promotion. There was discussion about existing trails promoted by Lesley Anne Parker.

7) Date of Next Meeting

NG to send out Doodle Poll.

Summary of Actions from Meeting

Action Number	Agenda Item	Decision	Action By
1	3	AA to speak to all CP members regarding the opportunity and potential match funding.	AA
2	4	AA to report on progress of STEAM reports at next meeting.	AA
3	5	NG to send revised business list to MM.	NG
4	7	NG to send out Doodle Poll.	NG