

**Moray Economic Strategy
Tourism & Culture Group Meeting
Thursday 20th September 2012, Moray College**

MEETING NOTE

Attendees	Mike Devenney (MD) – Moray College; Cllr Gary Coull (GC) – Moray Council; Andrew Anderson (AA) & Nicole Green (NG) – Highlands and Islands Enterprise.
Apologies	None.

- Initial thoughts on the group's definition were discussed and the differences between the Tourism and Culture sectors.
- The organisational structure of the group was examined and the appointment of a Business Advocate discussed.
- The idea of appointing someone from out with the Tourism industry was suggested. This may give a more objective form of input.
- Possible candidate - Mike Duncan from the Moray Tourism Development Group.
- It was also confirmed that the group will be selecting the Project Team.
- Involvement and/or representation from the Moray Tourism Development Group was discussed.
- MSEN and the Findhorn Foundation keen to be involved.
- As there will be other Strategies already in place, eg Keith Marketing Plan, Scottish Tourism Alliance Strategy, Elgin BID's strategy, there will need to be some coordination with these and the group's own interpretation of the MES.
- Moray Council are also coming up with an Events Strategy which is being dealt with by Mairi McIntosh.
- Current events were discussed, eg the Whisky Festival, Speyfest.
- The idea of professionalising what is already happening, bringing a sense of coordination and creating a support mechanism was discussed.
- Building on the Moray brand and capitalising on what potential is here, eg Macbeth at Findhorn.
- Package deals between hotels, attractions and festivals etc.
- A possible output from the group could be an Events Coordinator post.
- Promoting Moray to youth groups coming over.
- The lack of suitable venues in Moray was discussed and the possibility of using some of the old Council buildings for an arts or drama company etc.
- It may also be a good idea to look at places like Shetland and see how we can learn from them.

- Any venue will have to have a Marketing Plan for the rest of the year which also fits in with the Strategy.
- There is also a lack of suitable places for tour buses to stop, youth hostels and hotels with a large capacity.

- Marketing and promotion of the group's activities may come from an outside group.
- Capitalising on windfarms could be a good source of funding.

- Points to bring forward to the next meeting were discussed.
- The context of the group will need to be agreed upon.
- Look at coordinating with other groups on current activities, projects and strategies.
- Look at the MES and Elgin City for the Future Strategy and the specific initiatives and projects mentioned. Decide what is still relevant.
- Look at venues and accommodation.
- Support infrastructure – is this already part of Events Strategy?