Moray Economic Strategy
World Host Meeting
23rd of September 2014, 12.30 pm
Training Room, Horizon Scotland, Forres

MEEETING NOTE

ATTENDEES	Andrew Anderson (AA) – Highlands and Islands Enterprise; Zillah Jamieson (ZJ) - Banffshire Coast Tourism Partnership; Craig Robertson (CR) – Business Gateway; Debbie Herron (DH) – Forres Area Community Trust; Gill Neill (GN) – Elgin BID; Anna Templeton (AT) – Moray College; David Stewart (DS) – Highland Retail Academy; Cameron Taylor (CT) – Moray Chamber of Commerce; Peter Fitch (PF) – Federation of Small Businesses; Dawn McNiven (DM) – Strategic Communications/dmdotpr; Alistair Farquhar (AF) – Buckie Area Forum; Leigh-Anne Hepburn (LH) – Out of Darkness Theatre Company
APOLOGIES	Nicole Green (NG) – Highlands & Islands Enterprise; Roddy Innes (RI) & Frances Webster (FW) – Skills Development Scotland; Jim Morris (JM), Cllr Gary Coull (GC), Gordon McDonald (GM) & Joe Bodman (JB) – Moray Council; Lindsay Robertson (LR) – Tomintoul & Glenlivet Development Trust; Kate Tetley (KT) and David Allen (DA) – People1st; Kath Kernaghan (KK) – ITP Training; Zillah Jamieson (ZJ) - Banffshire Coast Tourism Partnership

1) Review of Previous Meeting Note – 09.06.14

   Accepted as written.

2) Feedback on Actions from Previous Meeting

   Carried forward – CT to prepare a flowchart showing funding routes for support of WorldHost training.

   Other items covered as required under agenda items.

3) People1st Funding Arrangements

   The People 1st budget is for all pilot areas, not ring-fenced for each pilot area, so will be accessed on a 'first come' basis. There are 4500 x £40 subsidy payments available. To be eligible, businesses must make a commitment to become a WorldHost business and play a part in achieving 'Destination' status by committing to train at least 50% of staff.

   Moray Speyside will receive a grant of £4000 from People 1st to cover marketing and other costs. This needs to be matched in cash or in-kind support.

   AA to confirm with People 1st that it is ok to link direct to regional information on their web site.

   AA and Gill will check the overall figure for the anticipated number of businesses/trainees. This will enable the trainers to draft a training schedule which can then be promoted

All ASG-representatives to identify businesses which might be tracked from an ROI perspective.

AA to send People 1st presentation slides to Management Group members.

AA to discuss a possible Intern post to support Moray Speyside admin with CT and AT.

Management Groups will be scheduled well in advance so that the People 1st co-ordinator (not yet appointed) can be invited to attend

AA will speak to People 1st about the policy regarding in-house trainers – will they be able to promote their courses outside their own businesses?

4) Marketing and Promotion

DM will draft a column for the Northern Scot based on a 'preparing for courses to get under way' theme, introducing the three training providers.

CT to meet the three trainers and discuss a schedule of courses that is based on the target numbers and is fair to the three providers. They meeting will also discuss flexible delivery opportunities e.g. weekends and evenings.

AA will seek advice from JM regarding the involvement of school pupils in training courses and sources of funding, bearing in mind their participation would not attract the People 1st subsidy unless they were in employment with an eligible employer.

CR suggested the preparation of a 'script' or briefing note, to ensure that a consistent set of messages is conveyed.

5) Administration

AA and NG will prepare the monthly progress report for People 1st.

AA will ask People 1st to change the report template to refer to 'Moray Speyside'

AA to double check the target dates set by People 1st and the target numbers of trainees, so that we can schedule the appropriate number of training courses. This will be the starting point for the planning of training courses (see earlier action point)

AA to clarify situation regarding volunteer-run organisations.

6) Project Implementation Plan

CT to follow up his intention to meet Gary Coull to discuss tourism in Keith. Should we try to run a Doric course?

AA to update the project implementation plan in the light of discussion at today's meeting, and report on progress to MEP.

7) AOB

All agreed that the group will be known henceforth as a *Management Group* rather than Steering Group.

CT to finalise the tourism/WorldHost workshop in the Moray Business Week programme. Peter offered to help re WorldHost if required.

8) Date of next meeting

The next meeting of the Management Group will take place at 10:30 on 7 October.

CT and the trainers will meet at 9:15 that morning in the same room.