

**Moray Economic Strategy
World Host Meeting
Wednesday 19th of November 2014, 2.30 pm
Board Room, HIE Moray, Forres**

MEETING NOTE

ATTENDEES	Andrew Anderson (AA) & Nicole Green (NG) – Highlands & Islands Enterprise; Anna Templeton (AT) – Moray College UHI; Cameron Taylor (CT) – Moray Chamber of Commerce; Christine Graham (CG) & David Allen (DA) – People 1 st ; David Stewart (DS) – Highland Retail Academy; Dawn McNiven (DM) – dmdotpr/ Strategic Communications; Gill Neill (GN) – Elgin BID; Peter Fitch (PF) – Federation of Small Businesses; Zillah Jamieson (ZJ) – Banffshire Coast Tourism Partnership.
APOLOGIES	Cllr Gary Coull (GC), Jim Morris (JM) & Joe Bodman (JB) – Moray Council; Sam Dowdall (SD) – Christies of Fochabers; Bernard Annikin (BA) – Lossiemouth Business Association; Alistair Farquhar (AF) - North East Arts Touring; Leigh-Anne Hepburn (LH) – Out of the Darkness Theatre Company; Frances Webster (FW) – Skills Development Scotland; Debbie Herron (DH) – Forres Area Community Trust.

1) Review of Previous Meeting Note – 07.10.14

Accepted as written.

2) Feedback on Actions from Previous Meeting

ACTION NUMBER	AGENDA ITEM	DECISION	ACTION BY
6	6	Investigate possibility of funding in Buckie area for subsidising courses	AF
7	6	Investigate possibility of funding in Forres area for subsidising courses	DH

Actions carried forward.

5	6	Circulate overview of timetable for training, produced at providers meeting	CT
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All training dates are now available on the MoraySpeyside WorldHost Facebook page (<https://www.facebook.com/MoraySpeysideWorldHost>).

8	6	Check with People 1 st on statistics reporting schedule	NG
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Reports will be issued on the third working day of each month, commencing January 2015.

All other actions completed to date.

3) Update from People1st – David Allen (DA) & Christine Graham (CG)

There are now 11 regions participating in the Destination project, with Fife joining this week. Approximately there are 3,500-4,000 businesses required to reach Business Status which equates to approximately 12,500-13,000 individuals requiring training.

Marketing & Communications –

A Destination website will go live on the 8th of December, with the following proposed address: <https://www.scotland.worldhost.co.uk> The website will contain a generic page detailing the project aims and benefits, case studies, funding and subsidy information and links to partner websites. From this there will be links to each region's own page, where area information and training dates can be displayed. Here there will be training enquiry and general enquiry buttons. Each training enquiry will be logged by People1st and then directed to the appropriate trainer. A link to the MoraySpeyside WorldHost Facebook page to be added to this. The logging of enquiries will provide an additional set of metrics which can be used to evaluate promotion.

Business cards with the web address will be printed for distribution. Each region will also receive two pull-up banners, one generic and one localised. Here the use of partners' regional and local web pages for promotion was discussed. DA to circulate widget code for display.

A Marketing & Communication Guide will be provided by People1st in due course. DA to circulate a closing slide for the trainers to use during delivery, featuring sponsor information.

Wraps for workbooks are also being designed to include information on how to register for business status and information on the Destination project.

It was decided that logos which will feature on the marketing material will be those for the Moray Economic Partnership (MEP) and MoraySpeyside Tourism. Margery McLennan, Moray Chamber of Commerce will be the nominated spokesperson for media coverage.

SME Subsidy – there are 4,500 places available, which will be marketed to May 2015.

Employer Engagement – People1st will begin talks with national employers. Suggestions from each region welcomed.

Celebration Event – This will be held on the 8th of December, 12.00 pm to 2.30 pm, at Achnagairm House, Kirkhill, Inverness. Fergus Ewing MSP, Minister for Energy, Enterprise and Tourism, and Damien Yeates, Chief Executive of Skills Development Scotland will be in attendance. Julie McComasky, HR Director of Scotrail will talk about how the training has benefited their business, as part of the celebration of success stories to date. National and regional press will be targeted. The SME subsidy will also be formally launched at the event.

Additional Recognition Awards – These Awards could tie in with Elgin BID Business Awards and Moray Chamber of Commerce Business Awards.

4) Ongoing Work with People1st

CG to attend Management Group meetings going forward. An administrator has also been appointed and begins work next.

5) Marketing & Promotion Update – Dawn McNiven (DM)

DM to revisit marketing plan when guide from People1st received.

The MEP column in this week's Northern Scot will feature CT discussing the benefits of the training to businesses and the area.

Beechtree Restaurant – Business Status – An article around this has been submitted and should also feature in the Northern Scot.

Local press coverage for upcoming courses to begin in December.

Various giveaway items were discussed including postcards, frisbees and wristbands.

Options for radio coverage were discussed with Keith Community Radio being a key target.

6) Destination Implementation Plan

Plan was updated accordingly.

Return on Investment Evaluation – A research company will be commissioned by the end of January 2015 to complete this piece of work. Businesses who take part will remain anonymous in results.

7) Date of next meeting

Date	Time	Venue
17.12.14	2.30 pm	Board Room, HIE Moray, Forres
28.01.15	2.30 pm	Board Room, HIE Moray, Forres
11.03.15	2.30 pm	Board Room, HIE Moray, Forres
22.04.15	2.30 pm	Board Room, HIE Moray, Forres
03.06.15	2.30 pm	Board Room, HIE Moray, Forres

Items for next meeting -

Return on Investment Evaluation

Marketing – Coordination of Promotional Activities

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ACTION NUMBER	AGENDA ITEM	DECISION	ACTION BY
1	2	Investigate possibility of funding in Buckie area for subsidising courses	AF
2	2	Investigate possibility of funding in Forres area for subsidising courses	DH
3	3	Circulate widget code for display on partners' national and regional web pages	DA
4	3	Circulate a closing slide for the trainers to use, featuring sponsor.	DA