

**Moray Economic Strategy  
World Host Meeting  
Wednesday 28<sup>th</sup> of January 2015, 2.30 pm  
Board Room, HIE Moray, Forres**

**MEETING NOTE**

<b>ATTENDEES</b>	Andrew Anderson (AA) & Nicole Green (NG) – Highlands & Islands Enterprise; Cameron Taylor (CT) – Moray Chamber of Commerce; David Stewart (DS) – Highland Retail Academy – Via Teleconference; Dawn McNiven (DM) – Strategic Communications / dm.dot.pr; Debbie Herron (DH) – Forres Area Community Trust (FACT); Frances Webster (FW) – Skills Development Scotland; Peter Fitch (PF) – Federation of Small Businesses; Sam Dowdall (SD) – Christies of Fochabers; Leigh-Anne Hepburn (LH) – Out of the Darkness Theatre Company
<b>APOLOGIES</b>	Alistair Farquhar (AF) – North East Arts Touring; Christine Graham (CG) & David Allen (DA) – People1st; Cllr Gary Coull (GC) & Jim Morris (JM) – Moray Council; Craig Robertson (CR) – Business Gateway; Gill Neill (GN) – Elgin BID; Lindsay Robertson (LR) – Tomintoul & Glenlivet Development Trust; Zilliah Jamieson (ZJ) – Banffshire Coast Tourism Partnership; Anna Templeton (AT) – Moray College UHI

1) Review of Previous Meeting Note – 17.12.14

Accepted as written.

2) Feedback on Actions from Previous Meeting

<b>ACTION NUMBER</b>	<b>AGENDA ITEM</b>	<b>DECISION</b>	<b>ACTION BY</b>
1	2	Investigate possibility of funding in Buckie area for subsidising courses	AF

AF in process of contacting Moray Council regarding the Tesco monies. The contact he was dealing with has retired but AF now making contact with the appropriate colleague.

3	2	Circulate a closing slide for the trainers to use, featuring sponsor.	DA
6	4	Discuss further with People1st the validation exercise of target business data.	AA
9	5	Identify potential case study businesses.	All

Actions carried forward.

7	4	Discuss with CT the possibility of attendees registering under more than one employer.	AA
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It was discussed and agreed that this would be an unethical approach.

10	5	Circulate presentation for use at promotional events.	DS
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Action completed. DS and GN presenting at upcoming Moray Businesswomen event. This presentation will also be useful at future FACT meetings for Tourism and Town Centre Regeneration. DH to send these future dates to DS, LH and AT and they will arrange this.

All other actions completed to date.

### 3) Training Targets (CT)

These targets may need revision in the near future. At the World Host Celebration event (08.12.14) a video was shown which detailed the number of businesses in each area's visitor economy. The numbers for Moray Speyside were significantly larger than other areas such as Perth which should not be the case. AA will follow up on the validation process. NG to request that Moray Speyside work with the consultant first (when appointed in February).

Due to difficulty in recruiting attendee numbers, the trainers have revised their approach and developed a training academy fortnight. This will be more intensive and attract more PR attention.

Dates for the training are below:

#### WorldHost Academy Schedule

	MC	HRA	ODTC
20/04/2015		Forres	Buckie
21/04/2015	Elgin	Speyside	Fochabers
22/04/2015	Lossiemouth	Fochabers	Elgin
23/04/2015	Elgin	Buckie	Lossiemouth
24/04/2015		Keith	Speyside
27/04/2015		Elgin	Fochabers
28/04/2015	Forres	Buckie	Lossiemouth
29/04/2015	Elgin	Lossiemouth	Keith
30/04/2015	Buckie	Fochabers	Elgin
01/05/2015	Lossiemouth	Buckie	

The trainers will also be flexible with any additional demand. All asked to raise awareness via websites and social media. CT to update Facebook page.

Targets can be updated periodically

Gail Cleaver, Retail Manager at Johnstons of Elgin, ran two courses this week with 22 employees now trained.

### 4) Governance for Promotional Activity Grant from People1st

Moray Chamber of Commerce will hold the £4,000 grant on behalf of the Management Group. It is proposed that the committee must have approved any expenditure. All invoices then to be signed by AA and sent to Margery McLennan, Moray Chamber of Commerce, for payment. A 10% management fee will be awarded to Moray Chamber of Commerce for an administration fee.

### 5) Marketing & Communications Update (DM)

A press release was issued to local media on upcoming courses in the Aberlour area. This was used in the Northern Scot in early January. The People 1<sup>st</sup> release on the £180,000 subsidy funding was used in the Northern Scot on 19<sup>th</sup> of December and Banffshire Advertiser on 16<sup>th</sup> of December. A feature piece was also used in the Northern Scot on 26<sup>th</sup> of December explaining the value of the training across Moray.

AA to update group on quotes for advertorial from People1st.

DM, CT and representation from the trainers to meet and discuss a timetable of events going forward.

Opportunity for press release on FACT's use of the Berry Burn Windfarm funding if awarded.

KCR 30 second insert every day for 28 days quoted at £140 and £10 for preparation costs. Group approved that this is built into marketing plan.

Content of leaflets and regional flyers to be discussed at next meeting.

AA to follow up with Jim Morris, Moray Council, regarding the previously discussed student training.

#### 6) Monthly Report to People1st

Items for inclusion this month –

Fresh approach to training using an academy style fortnight.  
Trainers experiencing issues with paperwork.

#### 7) Destination Implementation Plan

The plan was updated as appropriate.

#### 8) AOB

NG and GN have been in touch with businesses that attended the pilot courses and may be eligible for business status. A summary of this will be circulated to all.

SD happy to release one or two staff a day for training. LH to follow up with DS on this as staff were available for the January course.

Venues for courses were discussed and suggestions made were the learning centres and Fochabers Institute. PF to send contact information for the Institute to LH, along with waiting list from pilot course.

Tourism Summit will be held on the 31<sup>st</sup> of March in the Alexander Graham Bell Centre, Elgin. The event will run from 9.30 am to 4.00 pm. Moray Speyside will host a World Host stand with marketing materials. FW to pass on event details to Tourism representative within SDS.

#### 9) Date of Next Meeting

Date	Time	Venue
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
15.07.15	2.30 pm	Board Room, HIE Moray, Forres

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3	2	Discuss further with People1st the validation exercise of target business data.	AA
4	2	Identify potential case study businesses.	All
5	2	Send future dates for FACT Tourism & Town Centre Regeneration meetings to DS, LH and AT	DH
6	3	Request that Moray Speyside work with the consultant first (when appointed in February) (Validation Exercise)	NG
7	3	Update Facebook page with new training dates	CT
8	5	Update group on quotes for advertorial from People1st	AA
9	5	Meet with representation from the trainers to discuss a timetable of events going forward	DM & CT
10	5	Follow up with Jim Morris, Moray Council, regarding the previously discussed student training	AA
11	6	Follow up with DS on January course cancellation as Christies staff were available.	LH
12	8	Send contact information for the Institute to LH, along with waiting list from pilot course.	PF
13	8	Pass on event details to Tourism representative within SDS	FW